

AHIBS ACTION RESEARCH CHALLENGE 2020

# AARC 2020

BOOK OF ABSTRACT

AZMAN HASHIM INTERNATIONAL  
BUSINESS SCHOOL

## **THE FACTORS INFLUENCING INDIVIDUAL SAVING BEHAVIOUR ON GENERATION Y IN JOHOR BAHRU**

Elgin Loh Yi Xian<sup>1</sup>, Dr Sabrinah Adam<sup>2</sup>

<sup>1</sup>lohyixian@yahoo.com

<sup>2</sup>sabrinah@utm.my

### **Abstract**

This primary purpose of this research is to find out the factor that influences individual saving behaviour on Generation Y in Johor. A survey conducted by Bank Negara Malaysia shows that many Malaysians are still unable to make responsible financial decisions for their well-being. The survey found that more than 75 percent of Malaysians said it was a challenge to raise RM1,000 cash in the event of an emergency. This research aimed to examine the factor that influences individual saving behaviour in the Generation Y, such as financial knowledge, income level, peer influence and interest rate the samples consisted of 492 respondents in Malaysia. Meanwhile, Multiple Regression Analysis is employed to identify whether the four factors, which are financial knowledge, income level, peer influence and interest rate have a relationship with saving behaviour. The findings show that financial literacy and income level have a positive relationship with saving behaviour in Generation Y. The result signifies that education on financial playing essential roles in ensuring Generation Y to establish saving behaviour. In practical terms, this research can contribute to the government in designing effective strategies to penetrate the young savers, specifically on Generation Y. Besides, it also enlightens the policymakers to stimulate savings among Generation Y via raising their financial literacy. Multiple Regression Analysis was used.

Keywords: generation Y, saving behaviour, financial literacy, income level

## **THE INTERDEPENDENCE OF STOCK MARKET AMONG MALAYSIA AND SELECTED MIDDLE EAST COUNTRIES: ANALYSIS BASED ON CONVENTIONAL STOCK INDEX**

Erlie Sharina Kamisan<sup>1</sup>, Rafidah Othman<sup>2</sup>

<sup>1</sup>erliesharina@gmail.com

<sup>2</sup>rafidah.othman@utm.my

### **Abstract**

The main purpose of this research is to investigate the interdependence of stock market among

Malaysia and selected Middle East countries i.e. Oman, UAE, Bahrain and Qatar after the financial crisis 2008. Besides, this research also wants to know which stock market in the chosen Middle East market is most influential towards Malaysia. Therefore, there are five empirical models developed to achieve the main purposes. A multiple linear regression is used during conducting the analysis. Based on the results, it is found that there is an interdependence of the stock market among Malaysia and selected Middle East countries. The result is supported by the findings where all the dependent markets (DV) are affected by at least one independent variable (IV). Even though there is some insignificant coefficient among the market, all these markets are interdependent after the financial crisis 2008. Besides, the results also reveal that Dubai Financial Market and Qatar Stock Exchange are the most interdependent among the market chosen. The analysis obtained also displays that Dubai Financial Market and Qatar Stock Exchange are the most influential stock market towards Malaysia. This result is supported by a positive significant result from those markets. However, from the findings, it is found that there is a very weak correlation between Malaysia and selected Middle East countries. The results documented hopefully will help the Malaysian and international investors to have better prospects in dealings with Middle East countries stock index.

Keywords: interdependence, significant, correlation, coefficient

## **TOURIST SATISFACTION FACTORS CONTRIBUTE TO DESTINATION LOYALTY IN A CROSS-BORDER AREA: A CASE OF SINGAPOREAN VISITORS IN JOHOR**

Mohd Faharuddin Hatmin<sup>1</sup>, Beni Widarman Yus Kelana<sup>2</sup>

<sup>1</sup>faharuddin@tourism.gov.my

<sup>2</sup>beni@utm.my

### **Abstract**

Tourist satisfaction is an important factor to destination loyalty. The study of tourist satisfaction and destination loyalty helps the tourism industry fraternity in Johor to improve their marketing strategies in order to encourage more Singaporean visitors to revisit Johor. The decrease in arrivals from Singapore can have an adverse impact on the overall tourist arrivals and receipts to Malaysia. This study is important for destination organizations to formulate strategic plan to target more repeat visitors. Empirical studies on the development of destination loyalty in the context of cross-border tourism are also limited. This research measured the level of tourist satisfaction among Singaporean visitors in Johor and investigated the effect of satisfaction factors on destination loyalty. Questionnaires were distributed to 400 Singaporean visitors at various tourist attractions in Johor and 264 questionnaires were returned. Data were analyzed using descriptive and structural equation (SEM) modeling analyzes. Value for money and destination attractiveness were found to have the strong level of satisfaction while perceived quality and cross-border accessibility were learned to have a moderate level of satisfaction. The results of SEM analysis shows that all the four constructs namely destination attractiveness, perceived quality, value for money and cross-border accessibility have an effect on destination loyalty. The results also indicated that destination attractiveness is seen to have the most significant effect while cross-border accessibility is found to have the least effect on destination loyalty. In conclusion, tourist satisfaction can contribute to destination loyalty in the context of the cross-border area of Johor and Singapore. The study also provides suggestions and recommendations to improve the performance of tourism destinations.

Keywords: tourist satisfaction, destination loyalty, cross-border, value for money, accessibility

## **FACTORS INFLUENCING CUSTOMER BEHAVIOURS ON USING ONLINE BANKING IN ISLAMIC BANK**

Nurul Syazana Noorhijas<sup>1</sup>, Maizatulaidawati Md Husin<sup>2</sup>

<sup>1</sup>nsyazanan14@gmail.com

<sup>2</sup>maizaitulaidawati@ibs.utm.my

### **Abstract**

The purpose of this paper is to investigate the factors influencing customer behaviours on using online banking in Islamic banks. A quantitative method was used. This study is a practical research work by using 100 people, among whom all of 100 participants were selected based on simple random sampling. The results of the model test clearly show that the use of online banking services is affected by technical leadership, e-trust, e-loyalty, customer value of online personalization, customers' concern for privacy, and technology adoption tendency. Finally, this article suggests that policymakers should formulate a priority action system in the development of effective use of bank online services based on the t-value and p-value of the following factors. The limitation of this study is to rely on self-reported cross-sectional data collection rather than longitudinal surveys. Despite this limitation, the study provides the Islamic banking industry with empirically determined factors that influence the adoption of such services to promote online banking services.

Keywords: tourist satisfaction, destination loyalty, cross-border, value for money, accessibility

## **INTERVENTION STRATEGIES TO IMPROVE TRAINING EFFECTIVENESS IN KUALA LUMPUR AIR TRAFFIC CONTROL CENTER**

Tiew Shu Har<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>tshuhar@yahoo.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

This study aimed to identify the reasons some air traffic controllers fail to certify in a field facility at the end of their on-the-job-training (OJT) by studying at the training program's effectiveness. It is followed by recommendations or strategies on how to improve the training program to achieve better training outcomes through higher passing rate in the professional certification examination. Action research was applied. This study used sequential exploratory research design. Qualitative data collection through in-depth interviews was conducted first, followed by quantitative data collection using survey. Based on the result of the investigation, the key area that needs improvement particularly in terms of the training process was identified. Based on this premise, the researcher proposed interventions that involved tackling the issue with a process of training. The researcher is recommending two key areas for intervention. The areas are (1) enforce a regulated process of OJT, (2) revamp the training structure. This study revealed that the training process in the OJT program to be one of the main areas that needed intervention. With the proposed intervention strategies, it is projected there will be a cost saving of up to 50% to the organization. The saving mainly comes from shortening of the training duration by half and higher passing rate in the certification examination.

**Keywords:** air traffic controller, training effectiveness, action research, training process, motivation, individual ability, organizational culture

## **THE ROLE OF INTERCULTURAL SENSITIVITY IN ENHANCING CULTURALLY DIVERSE TEACHING AMONG TEACHERS IN INTERNATIONAL SCHOOLS**

Tan Sok Yee<sup>1</sup>, Ong Choon Hee<sup>2</sup>

<sup>1</sup>evetan\_91@hotmail.com

<sup>2</sup>ongchoonhee@ibs.utm.my

### **Abstract**

This study explored the intercultural sensitivity of 113 teachers working in 15 international schools in Johor Bahru, Malaysia. The purpose of the study was to assess the role of teachers' intercultural sensitivity in their culturally diverse teaching experiences. A quantitative, non-experimental design was used for the study. The Intercultural Sensitivity Scale was used to measure intercultural sensitivity. A five-item demographic and background information sheet was used to gather. To determine whether the dependent variable culturally diverse teaching plays the roles in terms of the independent variables ISS. The ISS results revealed a mean developmental score of 4.07 possessing high intercultural sensitivity. This suggests that while the group of teachers may have a familiarity with different cultures and be aware of differences in cultural patterns such as values, beliefs, and communication styles, they may understand students' cultural differences and apply universal values and principles in their educational practice.

Keywords: intercultural sensitivity, culturally diverse teaching, cultural differences, educational practice

## **AN ANALYSIS OF FACTORS THAT AFFECTING THE POOR RETENTION OF EMPLOYEE IN XYZ COMPANY SDN BHD**

Syafiqah Hanani Mastor<sup>1</sup>, Sabrina Adam<sup>2</sup>

<sup>1</sup>syafiqahhananimastor@gmail.com

<sup>2</sup>sabrinah@utm.my

### **Abstract**

The purpose of this action research is to analyze factors that influenced the poor retention of employees in XYZ Company Sdn Bhd and recommend as well as implement the best interventions and transformation plan for the issue facing XYZ Company Sdn Bhd. The significance of this research is to increase employee retention and to retain their customers. The methodology used in this study is a mixed method approach by using a qualitative method followed by a quantitative method. The population of this study consists of all employees of XYZ Company Sdn Bhd and the sample technique is purposive sampling of 37 respondents. The findings in this action research shows factors of motivation, communications as well as remunerations and benefits that strongly related with the working environment, workload, stress and career pathways are the reasons for poor retention of employees in XYZ Company Sdn Bhd. Hence, the recommended intervention plans were implemented in XYZ Company Sdn Bhd in order to increase the employee retention through new retention policy. The findings from implementations found that there is a significant difference between before and after intervention plans has been implemented in terms of poor retention of employees, communication as well as remuneration and benefits. However, there is no significant difference found in the motivation of employees between before and after intervention plans. To conclude, Pandemic Covid-19 drives the motivation of employees that could affect the employee in all different aspects. Thus, to reflect on these findings, the new additional retention policies are recommended to be included in the intervention plan which are the working environment and employee engagement that can increase the motivation of employees.

Keywords: retention, motivation, communication, remunerations and benefits



## **THE FACTORS INFLUENCE JOB STRESS IN PERSPECTIVE OF ROYAL MALAYSIAN CUSTOMS DEPARTMENT JOHOR**

Siti Mahani Ahmad<sup>1</sup>, Beni Widarman Yus Kelana<sup>2</sup>

<sup>1</sup>s.mahani@utm.my, <sup>2</sup>beni@utm.my

### **Abstract**

A study on role work overload, role insufficiency, role ambiguity and role conflict, and job stress within tax administration especially in developing countries is not much evidenced in the literature. Therefore, the objective of this study is to measure the level of job stressors and to determine the significant relationship between sources of job stress (role work overload, role insufficiency and role ambiguity, role conflict) and job stress in the Royal Malaysian Customs Department in Malaysia. The data was collected using quantity data through a questionnaire survey among employees of the Royal Malaysian Customs (RMCD) Johor. The study uses Statistical Packages Social Science (SPSS) Software to measure the relationship between source of stressor and job stress. Cluster random sampling was used to collect the primary data from the employee from different levels and departments at RMCD Johor. The data will analyze with descriptive analysis and SEM analysis. Outcomes from this research found that the highest score mean of job stressor is role ambiguity. Findings from this study found that there is a significant relationship between the four job stressors with job stress. The significance of the study is the results of this study are expected to provide references and guidance to address this work pressure problem. It is hoped that the often-stressed civil servants could make this study a guide to avoiding high pressure that will be reducing their job performance and achievements.

Keywords: job stress, role work overload, role insufficiency, role ambiguity, role conflict

## **DEPLOYMENT OF PERSONNEL TO FILL CADRE POSTS IN OTHER PUBLIC AGENCIES**

Nurzatul Liyana Mohd Amin<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>liyanaamin@gmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

The purposes of this study are to identify the main reasons that cause mismanagement in the deployment of military cadre posts. Throughout the years, the Ministry of XYZ is still paying the emolument for officers who have been deployed to other agencies. This issue incurs additional costs to the ministry's operational expenditure. This study also aims to identify the factors influencing the effectiveness of cadre deployment process. Based on the findings, interventions were implemented by establishing new SOP and guidelines on cadre deployment to help Mindef manage the deployment efficiently. The research methodology applied for this study is Action Research method. Mixed method approach was also adopted in this study by merging the strength of qualitative and quantitative approaches through Exploratory Sequential Mixed Method Design. This study was conducted in the Ministry of XYZ headquarters. Interview with stakeholders revealed that the issue of cadre deployment was due to different procedures applied by each service which were not standardized that caused miscommunication with other departments and also agencies. The result shows that three out of four variables are statistically significant. This finding concluded that awareness, cooperation and atmosphere are important factors that could lead to the effectiveness of SOP related to cadre deployment in Ministry of XYZ.

Keywords: cadre deployment, standard operating procedure, awareness, cooperation, atmosphere

## **FACTORS INFLUENCING ORGANIZATIONAL ATTRACTIVENESS AND MILLENNIAL JOB SEEKERS' INTENTIONS TO APPLY**

Nurbaya Nurikhsan<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>nurbaya85@gmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

The purpose of this paper is to identify and understand the factors influencing intention to apply for a job among millennials in Malaysia. It is crucial for the organizations to understand the preferences of this generation toward employment attributes in order to attract talented candidates to apply for a job vacancy and subsequently join the organization. This study focuses on millennials as currently they are dominating the Malaysian workforce, while final year postgraduate students were chosen because most likely they will be dealing with the decision to apply for a job after completing their studies. Quantitative survey was applied. Data were collected from postgraduate students of research universities Responses of respondents was 202 but only 189 were usable after removing outliers. Two of the hypotheses were supported and one of the hypotheses was not supported. Corporate employment website was positive but not significant, corporate reputation and image were both positive and significant, corporate social responsibility was both positive and significant.

Keywords: organizational attractiveness, corporate reputation, e-recruitment, millennial.

## **ACCESSING EMPLOYEES' READINESS TO ADOPT INDUSTRY REVOLUTION 4.0 (IR4.0)**

Nur Farahanna Hud<sup>1</sup>, Sabrinah Adam<sup>2</sup>

<sup>1</sup>farahanna@graduate.utm.my

<sup>2</sup>sabrinah@utm.my

### **Abstract**

This research to identify the level of employees' readiness with the adoption of IR4.0 in SDEB and to recommend a solution that can equip the employee with the relevant knowledge and skill

with the adoption of IR4.0. For this research, the data collection used qualitative and quantitative methods. Qualitative using an interview approach was used. The interview involved 2 participants. The quantitative will be conducted to a focus group which consists of 60 respondents. Both participants and respondents from toll tellers and supervisors. The data collection will be pre and post-test. The cross-sectional time horizon being used due to the limited time to conduct the data collection and data analysis. The data analysis will be using a manual transcript and SPSS respectively. The implementation of the intervention will contribute to increase the level of employees' readiness. Besides, to equip and prepare the employees with the relevant knowledge and skills to adopt IR 4.0. This research also can be one of the references for future researchers to explore more profoundly on the same topic.

Keywords: Industry 4.0, human resource management, employee readiness, tolling system

## **THE EFFECT OF DARK TETRAD PERSONALITIES TRAITS IN CYBER AGGRESSION BEHAVIOR AMONG JOHOR BAHRU TEACHERS**

Nur Amirah Mohamed Yatim<sup>1</sup>, Beni Widarman Yus Kelana<sup>2</sup>

<sup>1</sup>mira\_nura@yahoo.com

<sup>2</sup>beni@utm.my

### **Abstract**

This article was published, to identify and understand the roles of the Dark Tetrad personality trait in cyber aggression behavior. Although social media offer much benefit and positivity, there is an increasing observability claiming that the social media possess a huge risk, for individuals, communities, firms (either profit or non-profit organization), and eventually towards the society as a whole. According to the statistics by Malaysia Computer Emergency Response Team (MyCERT) (2020), the reported cases by computer securities and cyber aggression related incidents in Malaysia has increased from 2016 to July 2020. There are some issues regarding on Malaysian teachers issuing negative statements on Facebook. Many studies have been conducted in determining the Dark Triad personality association with the cyber aggression behavior. This study aims to examine the Dark Tetras personality traits that contributed to the cyber aggression behavior among teachers. This study has been conducted among 169 participants, which is the civil servant – teachers in Johor Bahru, Malaysia. The respondent has been chosen, as teachers represent the highest number of Malaysian civil servants. The study has been conducted quantitatively, and a set of questionnaires has been distributed via google doc to the respondents. The result showed that there is a significant relationship between the 4 constructs in the Dark Tetrad personality with the cyber aggression behavior, whereby Psychopathy has become the highest element (based on the mean score) among the four Dark Tetrad personality traits. This study is expected to prove the Dark Tetrad personality conceptually; but the empirical evidence from the study can be used in order to facilitate more detailed future studies especially in dark personalities fields. It is also expected to improve understanding of the dark personalities of the teachers; as they are the role models in schools in order to increase the education quality in Malaysia, in tandem with the Malaysia Education Development Plan.

Keywords: social media, dark triad personality, dark tetrad personality, narcissism, machiavellianism, psychopathy, sadism, cyber aggression and teachers

## **THE IMPACT OF JOB SATISFACTION AND ORGANIZATION COMMITMENT TOWARDS WOMEN MANAGERS' CAREER DEVELOPMENT IN MALAYSIA PUBLIC SERVICE**

Nor Haslinda Mohd Shah<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>haslinda1982@graduate.utm.my

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

Malaysia's economy today is also driven by women's labor force in a wide range of areas of employment and in a variety of fields, such as trade, industry, education, business and so on. According to Women-Owned Statistics Year 2016 by the Ministry of Women, Family and Community Development (MWFCD), gender equality continues to exist in the career development of women in various public services departments in Malaysia. This inequality is likely due to a number of circumstances and subjective indicators, such as family commitment, job satisfaction, organizational commitment and many more potential barriers to women's career development. It is therefore important to understand why women workers in their organizations, in top management positions, are understated. In order to overcome the problem, this study examined the relationship between job satisfaction and career development among women managers in the Malaysian public service. In addition, the organizational commitment will also be examined whether it mediates the relationship between job satisfaction and career development or not. Frederick Herzberg's Double Factor Theory was used as the underlying theory for the study framework; it discussed the hygiene and motivational factors that influence job satisfaction in the Organization. In carrying out this study, 384 questionnaires were distributed to female officers (Grade 41-56) in different service schemes, ministries and agencies. The number of questionnaires received was 235. The analysis of data was carried out using the Social Sciences Statistical Package (SPSS). The findings of the study showed that all four (4) hypotheses developed in this study were accepted. The management of the JPA or SPA, as well as policy makers, can improve and improvise on current policies or strategies for preparing future female leaders through a variety of strategic approaches, such as structured training, group coaching and many more. Future research should explore other IVs, such as leadership styles, and larger respondents can be sampled using web-based questionnaires as they provide both a non-biased and higher response rate.

Keywords: job satisfaction, organizational commitment, career development and women managers, gender equality

## **TWO-STEP CLUSTER MODEL OF EMOTIONAL INTELLIGENCE AND PROFESSIONAL QUALITY OF LIFE A CASE STUDY AMONGST NURSES IN PRIVATE HOSPITAL XYZ IN KUALA LUMPUR**

Muhammad Amiruddeen Mohammad Noor<sup>1</sup>, Siti Rahmah Awang<sup>2</sup>

<sup>1</sup>amirnoor286@gmail.com

<sup>2</sup>sitirahmah@utm.my

### **Abstract**

The objectives of this study are to identify the levels of emotional intelligence and professional quality of life among nurses in Private Hospital XYZ in Kuala Lumpur; to classify the levels of emotional intelligence of nurses in Private Hospital XYZ in Kuala Lumpur using two-step cluster analysis based on their demographic characteristics; and to develop an emotional intelligence model based on the clusters obtained. Data were collected from a sample of 200 Private Hospitals XYZ in Kuala Lumpur nurses. Descriptive statistics was used in identifying the level of nurses' emotional intelligence and professional quality of life. Further, two-step cluster analysis was used in clustering the respondents based on their level of emotional intelligence, professional quality of life and their demographic profiles. This study found that nurses of Private Hospital XYZ in Kuala Lumpur have mediocre and high levels of Emotional Intelligence. Between the three components of Professional Quality of Life, the highest value falls to Compassion Satisfaction and there is also medium association between Emotional Intelligence and Professional Quality of Life. From the 2 groups of Emotional Intelligence, 3 clusters were obtained from the analysis. Cluster 1 of 34% and Cluster 3 of 23.5% have high levels of emotional intelligence and the 2 nd group with mediocre level of emotional intelligence forms Cluster 2 of 42.5%. The results indicated that the majority of employees with mediocre level of emotional intelligence or called Middle and Self-regulated, were single, aged 30 – 39 years old, with 6 - 15 years of working experience, and qualification of diploma with post basic. Those employees with high level of emotional intelligence were divided into 2 groups which are, the 1st group: Young and Motivated – single, age less than 30 years old, working experience of less than 6 years and diploma qualification, while the 2nd group: Old and Empathetic - are those who are married, age group of 40 – 49 years old, working experience of more than 16 years and at least has a Degree in Nursing. The cluster names were obtained based on their age, experience, qualification and the mix model of emotional intelligence. Furthermore, in case of both mediocre level

and high level of emotional intelligence of the nurses, the results revealed that even if it is low, mediocre or high level of emotional intelligence, they still have a good professional quality of life. The research extends upon prior research that has identified nurses' emotional intelligence level, professional quality of life and developed an emotional intelligence model.

Keywords: emotional intelligence, professional quality of life, nurses, cluster analysis



## **STRATEGY FOR IMPROVE EMPLOYEE RETENTION; CASE OF RETAIL INDUSTRY COMPANY**

Faizul Hirudin<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>faizulhirudin@gmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

The focus of the study is to analyse and prevent key important position employees from leaving the organization who had a recorded high turnover for their key position for the last 9 years. The research focuses on identifying the underlying and root causes of the issue. The research methodology for this qualitative grounded theory study regarding factors that could improve employee retention in the organization. This approach allowed for a deeper understanding of real-life problem solving and provided a way to develop theory from the data and used grounded theory and a constructivist approach for this study. The research was done according to the case description, problem diagnosis, theoretical framework, review of research literature critique of previous research, intervention planned and the implications. The result of the data analysis had led the researcher to execute an intervention program for employee retention based on job satisfaction to the organization. In the research, researchers had found out that job satisfaction had been the main factor that contributed to the employee turnover and with that result researchers were able to execute the right theme on the employee retention program. Job satisfaction is not only about focusing on the bring down of the employee turnover rate, but it's also brought along other employee motivation and work efficiency, benefiting the organization and the employee.

Keywords: employee retention, employee turnover, job satisfaction, action research, retail industry

## **READING HABITS, CREATIVE THINKING AND ATTAINMENT IN ACADEMIC WRITING AMONG POST-GRADUATE STUDENTS IN UNIVERSITI TEKNOLOGI MALAYSIA**

Zarina Ali @ Hassan<sup>1</sup>, Rohaida Basiruddin<sup>2</sup>

<sup>1</sup>zarinaalihassan@graduate.utm.my

<sup>2</sup>rohaidabasiruddin.kl@utm.my

### **Abstract**

The purpose of this study is to determine whether there is any relation between (1) student's reading habits, (2) creative thinking skill, and (3) academic writing. The study measured 200 post-graduate students from Universiti Teknologi Malaysia from several faculties. They have been selected using proportional random sampling as subjects for the study. Data collection was performed using a questionnaire technique, which was then analyzed through t-test and regression analysis. The findings of the analysis recommend a positive relationship between (1) student's reading habits and attainment in academic writing, (2) creative thinking skill and attainment in academic writing, (3) student reading habits and creative thinking skill on one end; and student attainment for academic writing on the other end.

Keywords: reading habits, creative thinking, academic writing

## **THE RELATIONSHIP BETWEEN JOB SATISFACTION AND WORK ENGAGEMENT AMONG HEALTHCARE PROVIDER IN PRIMARY HEALTH CARE PORT DICKSON DISTRICT**

Wan Zurijah Wan Muhammad<sup>1</sup>, Rohaida Basiruddin<sup>2</sup>

<sup>1</sup>wanzurijah@gmail.com

<sup>2</sup>rohaida@ibs.utm.my

### **Abstract**

This study aims to determine the relationship between job satisfaction and work engagement among healthcare providers in primary healthcare in Port Dickson district. The respondent consists of medical officers, nurses and assistant medical officers who are working in primary healthcare in Port Dickson district. There were 6 primary health clinics, 5 rural clinics, 1 community clinic and district health clinic were involved in this study. The questionnaire was distributed to all respondents who work in primary healthcare in Port Dickson district. A 200 set of questionnaires was distributed to the respondent and only 157 set of questionnaires that completed and can be used to this study. From the analysis of SPSS all the independent variables have positive relationship with work engagement. However, only 3 independent variables have significant relationship to work engagement among healthcare providers in Port Dickson district which is recognition, interpersonal relationship and working condition. Organization must aware the factor that can influence work engagement. When these factors are tackled by the management team healthcare providers become happy to work and it will lead to them being more engaged with their work and will deliver the best performance to the patient. Beside that risk of staff turnover and burnout also will reduce.

Keywords: work engagement, job satisfaction

## **FACTORS INFLUENCING EMPLOYEE'S TURNOVER INTENTION OF GENERATION Y IN THE RESTAURANT INDUSTRY**

Nur Shaliza Mohamad Salleh<sup>1</sup>, Suraya Miskon<sup>2</sup>

<sup>1</sup>nurshaliza@ymail.com

<sup>2</sup>suraya@utm.my

### **Abstract**

This research study aims to identify the turnover intention among millennial or generation Y in the restaurant industry. Research purpose, objective and research hypothesis have been developed in this study. This research has a significant impact on individual employees, industry and country. This research chapter has properly described the future scope of the research. This study helps future research to investigate different aspects of the study. Organizational commitment, job satisfaction, HR practices and perceived organizational support are measured as independent variables and turn over the intention of the organization is identified as the dependent variable. Apart from that, theoretical concepts and models are applied over the research to link up the relations across the independent variables and measured variables. In the third chapter of the research has described the research philosophy, approach and design. Positivism philosophy has been determined to interlink the previous methods techniques with this present research. Descriptive research design and deductive approach have been selected to meet the objective of present research. Researcher has selected managers and employees from the restaurant industry of Johor Bahru. Along with that researcher has developed 5 to 6 research questions by using likert scale method. Simple random sampling techniques have been selected to prepare the sample size. Data gathered from the survey were analyzed using SPSS.

Keywords: turnover intentions, generation Y, organizational commitment, job satisfaction, HR practices, perceived organizational support

## **FACTORS INFLUENCING EMPLOYEE'S SATISFACTION IN COMPANY Z**

Noraini Mahamud<sup>1</sup>, Beni Widarman Yus Kelana<sup>2</sup>

<sup>1</sup>noraini1989@graduate.utm.my

<sup>2</sup>beni@utm.my

### **Abstract**

Several studies on satisfaction have been carried out around the world. Unfortunately, it has observed that there is not enough study made under the power sector. For these reasons, one power generation company in Malaysia is selected to carry this study. This study aims to look at the factor influencing employee satisfaction in Company Z. The main objective of this study is to identify any relationship between career development, employee involvement, salaries and benefit, personal flexibility, learning opportunities, organizational changes, and teamwork and harmony. This study was conducted using quantitative methods. The study sample consisted of employees of Company Z workers in Kuala Lumpur, Johor, Perak, and Penang, which has a total of 273 respondents who participated in this study. A total of 164 questionnaires were received, and out of this, 109 sets of the surveys were considered unusable. The findings showed that there is a positive relationship between career development, employees' involvement, salaries and benefit, personal flexibility, learning opportunities, organizational changes and teamwork, and harmony, and employee satisfaction. The result shows the satisfaction level in Company Z is moderate. This research has provided a good understanding of the factors that influence job satisfaction in the power sector. Results of this study are beneficial to private organizations, particularly the management in knowing and measuring the level of satisfaction of their employees.

Keywords: employees job satisfaction, organizational factors, herzberg two-factor theory, maslow theory

## **AN ACTION RESEARCH ON EMPLOYEE JOB SATISFACTION IN XYZ HOTEL**

Miao Rui<sup>1</sup>, Teo Poh Chuin<sup>2</sup>

<sup>1</sup>rmiao-1994@graduate.utm.my

<sup>2</sup>pohchuin@utm.my

### **Abstract**

Human resource is an essential part of the hotel industry's daily management, and employee satisfaction management is an important indicator to measure the quality of human resource management. The hotel industry is a labor-intensive and service-oriented industry, and employees are an essential pillar for the regular operation of the hotel, so it is vital for the hotel to study the employee's job satisfaction. This paper examined the XYZ Hotel's employee job satisfaction from five aspects: job content, job reward, job environment, interpersonal relationship, and management. This paper also examined the differences in job satisfaction on the socio-demographic profile, such as age, gender, department, and educational background. This paper uses questionnaire survey and interview to investigate and analyze the hotel employee job satisfaction. The study found that the hotel's overall job satisfaction was low, with employees particularly dissatisfied with the interpersonal relationship, job environment, and job reward. At the same time, it is also found that age, gender, and other social-demographic profiles have significant differences in job satisfaction. Finally, based on the hotel's existing problems and the results of investigation and analysis, this paper puts forward some relevant intervention strategies.

Keywords: job satisfaction, job content, job environment, interpersonal relationship, management

## **ACTION RESEARCH ON IMPROVING EMPLOYEE PERFORMANCE IN XYZ IN THE SOUTHERN REGION OF PENINSULAR MALAYSIA**

Huin Ailing Saraswathy Nair<sup>1</sup>, Ong Choon Hee<sup>2</sup>

<sup>1</sup>ailinghuin@gmail.com

<sup>2</sup>ongchoonhee@ibs.utm.my

### **Abstract**

This action research takes a better organizational performance and will lead if the employee shows a greater commitment. To better job performance in the organization will be better satisfaction and lead by the employees who have better motivation as shown by many previous studies. The non- executives job performance in XYZ Southern region is declining for the past 3 years where this has been some alarming concern that has been noticed. The overtimes are increased and the number of cases attended in a day has dropped. Furthermore, the job they are performing is not satisfactory or equal to the reward system or salary system based on the observation made by the first assumption of the issue. By exploring the factors, we should be able to design a practical framework to recommend the best solution to the issue we have highlighted. So, the objective of these research is to examine and explore the factors that contributed to poor and declining performances among the XYZ Southern region employees. Besides that, to establish the relationship between employee performance and motivation in the XYZ Southern region employees. The author applied a sequential mixed-method exploratory approach in this research. The questionnaire is conducted to select which factors are the most important in affecting the job performances among the employees. The qualitative approach will provide primary data that can be analyzed to reflect the success of motivational factors in the company which would improve the job performances. This research applied Herzberg 2 factors principles framework to investigate the potential motivators factors that influence the employee's performance in the XYZ Southern region. In the meantime, the research result will be conducted to develop the HRM model followed by the implementation of the successful performance management system to close the gap between the factors that influence the employee's performances. Based on the results, the motivation factors on job advancement, recognition and job responsibility has the most significant impact on the job performances. The result shows a positive effect on the implementation of a performance management system which could be crucial to the improvement of job performance. This study emphasizes the factors that impact the employees job performance in conducting employee performance appraisal in organizations research should focus on employee performance appraisal and on the influence of motivational factors on this process. To target increased employee performance as shown in current

trends in human resource performance. Thus, in influencing the design and implementation of employee performance appraisal in organizations the factors of motivational context needed such as skills, management, recognition, personal growth, advancement, work itself, job responsibility and achievement.

Keywords: e-commerce, digital transformation, organizational context, success factors



## **FACTORS IMPACT EMPLOYEES JOB PERFORMANCE IN XYZ RESOURCES (M) SDN BHD**

Dashini Maniam<sup>1</sup>, Sabrinah Adam<sup>2</sup>

<sup>1</sup>dashini@msmd.com.my.my

<sup>2</sup>sabrinah@utm.my

### **Abstract**

This action research is conducted to examine the factors in XYZ Resources (M) Sdn Bhd influencing job performance among employees. The study objective was (a) to determine the factors that influences job performance of employees in XYZ Resources (M) Sdn Bhd;(b) to identify the improvement process for job performance in XYZ Resources (M) Sdn Bhd and; (c) to examine whether the monthly appraisal or quarterly performance review can help on job performance improvement in XYZ Resources (M) Sdn. Bhd. For the purpose of this action study, 35 employees out of 60 were selected via stratified random sampling technique from XYZ Resources (M) Sdn Bhd. Data were collected via a questionnaire and interviews to attain the research objectives. The expected results of this study will also contribute to the XYZ Resources (M) Sdn Bhd company and future researchers on managing employees towards job performance excellence. Quantitative and qualitative research were used and data were analyzed using descriptive and Wilcoxon paired tests.

Keywords: job performance, employee, employee behavior, management supervision, personal factors

## **IMPROVING EMPLOYEE ENGAGEMENT BY REDUCING WITHDRAWAL BEHAVIOUR AT XYZ (JOHOR) SDN BHD**

Choong Hui Xin<sup>1</sup>, Shathees Baskaran<sup>2</sup>

<sup>1</sup>huixinchoong@graduate.my

<sup>2</sup>shathess@utm.edu.my

### **Abstract**

This action research aims to identify present factors that influenced employee engagement and withdrawal behaviour at XYZ (Johor) Sdn Bhd. At the same time, the research aims to propose training and development programs as an intervention plan, hence to evaluate the effectiveness of training and development programs in the process of mitigating withdrawal behaviour among employees in an organization. A mixed-method approach applied in this research using interviews, survey and observation in XYZ (Johor) Sdn Bhd. Thematic analysis and Statistical Package for Social Sciences (SPSS) were utilized to analyse the data. A total of 13 employees of XYZ (Johor) Sdn Bhd took part in this study. This research found that the intervention of training and development programs that were implemented at XYZ (Johor) Sdn Bhd found to be significant.

Keywords: training and development, withdrawal behaviour, employee engagement, Social Exchange Theory (SET), Theory Planned Behaviour (TPB)

## **AN INVESTIGATION INTO THE IMPACT OF ABSENTEEISM ON THE ORGANISATIONAL WORKPLACE IN COMPANY XYZ**

Ashkan Razmfarsa<sup>1</sup>, Rafidah Binti Othman<sup>2</sup>

<sup>1</sup>ashkan.razmfarsa@gmail.com

<sup>2</sup>rafidah.othman@utm.my

### **Abstract**

In the progressively competing and challenging condition within which management (system) performs today, absenteeism is a complicated subject. From absenteeism appearing, businesses are encountered with hindered productivity, inefficient service delivery, and decrease performance, thereby negatively touching stability. Absenteeism is a great connection with the field of human resource management. The widespread absenteeism in the safety part does necessary research. Thus, that significant bits of help can be created that will, finally, enable managers or employers and firmly help to control the situation being investigated. The purpose of this investigation to research the effect of absenteeism and expand to, which negatively influences managerial fulfillment. For the aim of this research, quantitative research was applied. The complete number of 120 respondents was selected, with a 100% reply rate accomplished. The questionnaire was used to collect information that reflected the population. The outside elements are on the other side of the controlling Company; the finding indicated that professional stress, organizational culture and leadership, job satisfaction, working conditions, personal factors, and family issues have an indirect effect on purpose to abandon and absenteeism. Firms require to develop job satisfaction by decreasing professional stress. By decreasing tension, companies keep decreasing the aim of abandoning and absenteeism. Absenteeism is unforeseeable in essence and important company trouble, which happens at the costs of both workers and managers. The effect of absenteeism is not only conducted to the fiscal deficit but also the friendship of the company.

Keywords: absenteeism, professional stress, organizational culture, job satisfaction, personal factors

## **ACTION RESEARCH ON THE FACTORS AFFECTING EMPLOYEES' RETENTION IN SMALL TO MEDIUM SIZE COMPANY IN IRAQ**

Ali Abdulkareem<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>utmali1990@gmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

Employee retention is significant to both the company and the individuals. Many factors affect an employee who decides to stay or leave his job. This research is action research that uses a mixed-method approach to understand the factors affecting employee retention in Al Faihaa Ltd (medium size detergent manufacturing and distribution company in Iraq). The research use survey questionnaire distributed over 33 employees of the company. Also, it uses structured interviews for five of the company employees. The analysis of the result indicated moderate to excellent reliability of the measure using Cronbach's alpha. The analysis procedure used multiple regression analysis. The hypothesis testing was done using Pearson correlation and significance level to determine the predicting factors influencing employee retention. The result obtained from the quantitative and the qualitative approach demonstrated divergence. Reconciliation was chosen to deal with the different results due to the nature of action research and objectives. The result included job satisfaction, compensation, promotion practice, training, and perceived organizational support to affect retention. All these variables were considered during intervention design. The intervention was designed based on the McKinney 7S model. The research offers a strategic action plan that enables the company to enhance the employees' retention.

Keywords: employee retention, voluntary turnover, action research, mixed-method

## **ACTION RESEARCH ON TURNOVER INTENTION: A CASE OF PRIVATE HIGH SCHOOL TEACHERS IN CHINA**

Yu Tongchao<sup>1</sup>, Teo Poh Chuin<sup>2</sup>

<sup>1</sup>a741175625@gmail.com

<sup>2</sup>pohchuin@utm.my

### **Abstract**

The issue of employee turnover rate is a matter of great concern to most companies. For private schools, the departure of teachers and the loss of the teacher team are also persistent problems. The purpose of this article is to find out the main reasons for WL private high school teachers leaving their jobs, and to propose appropriate intervention measures for the school for these reasons. By analyzing and evaluating the effects of intervention measures, improve and continue to implement new intervention measures until the school's problems are resolved. At the same time, the author hopes to provide references for private high schools that also have high turnover rates. Mixed method research was applied. Through the collection and analysis of qualitative and quantitative data, the three main factors affecting school teachers' turnover include salary, working environment and work pressure. It is urgent to determine which factors will affect the resignation of teachers and which intervention measures are consistent with the scope of the school budget and the effectiveness and effectiveness of the intervention.

Keywords: private high school, teachers leaving, job satisfaction, action research, turnover

## **A NEW COMMUNICATION MEDIA TO INCREASE COMMUNICATION SATISFACTION AND JOB PERFORMANCE**

Tan Yan Yi<sup>1</sup>, Syaharizatul Noorizwan Muktar<sup>2</sup>

<sup>1</sup>yanyitan95@gmail.com

<sup>2</sup>izatul@utm.my

### **Abstract**

Effective communication is a foundation of an organization. The aim of this action research is to improve the communication satisfaction among the employees in Frontier Food Industries Sdn. Bhd. The research of Downs and Hazen (1977) coined that communication satisfaction is a multidimensional construct. In this study, we focus on improving one of the dimensions which is the media quality. Media Richness Theory offers a framework which describes the ability of the communication medium to reproduce the information sent over without loss and/or distortion. Communication satisfaction may lead to better employees' job performance. A mixed-method is used to conduct the study. The established questionnaires were distributed to 25 employees. 3 employees from the Production Department and Maintenance Engineering Department were interviewed to reconfirm the communication challenges among the employees and a total of 25 questionnaires were collected pre- intervention and post-intervention. The pre-data is collected for data analysis. Cisco WebEx was implemented as a new communication media for fourth months (March to July) and the questionnaires were re-distributed again to the 25 employees. The data is collected and analyzed to determine the effectiveness of the intervention. The finding of the study is significant to solve the cross-departmental issues in Frontier Food Industries Sdn. Bhd. besides benefiting as a body of knowledge to serve for theoretical contribution. The findings found the problems of the communication in terms of media quality include missing print media (papers, notes and important documents), bulk Whatsapp messages, missed calls and unreachable calls and unread emails. All these issues affected the job performance of the employees as they become unaware of tasks to be done and difficult tasks discussion is said to be less impactful in the Whatsapp group. The finding was significant,  $p\text{-value} < 0.05$ , the  $t\text{-value} = -37.138$  is greater compared to the critical value  $= 2.064$ , indicating that there is a difference before and after the intervention, the intervention can be concluded to be effective.

Keywords: organizational communication, communication satisfaction, communication media, web-conferencing, job performance

## **IMPROVING THE STRATEGIES EMPLOYEE RETENTION FOR XYZ SAIL LLC**

### **COMPANY**

Raya Rashid Al-habsi<sup>1</sup>, Harcharnit Singh A/L Mahinder<sup>2</sup>

<sup>1</sup>raya\_rash@hotmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

This study, which was conducted at XYZ Sail LLC company, aims to achieve two objectives. Firstly, to understand the employees' turnover problem in Oman Sail LLC. Secondly to narrow down a specific and crucial problem that leads to employees' turnover problem in XYZ Sail LLC. Besides the research was conducted to explore the issue of employee turnover and retention of employees. Moreover, this action research attempts to determine differences in the turnover intention-based factors influencing turnover intention based on literature and these related to effects of turnover, pay and benefits, working condition, training, and career growth and nature of job. The research was carried out using a mixed-method approach, semi-structured interview and questionnaires were used to collect data. study result quantitative analysis supports the qualitative data analysis. The key finding revealed that pay and benefits and nature of the job are more variables that have significant correlation with employee turnover intention. Based on these findings, conclusions and interventions were made . The company should take into major considerations on pay and benefits and nature of work and use the skills and abilities of employees to increase job satisfaction and decrease turnover.

Keywords: employee turnover, job satisfaction, employee retention

**IMPLEMENTING SOLUTIONS TO INCREASE THE NUMBER OF PATIENTS  
ADOPTING E-HEALTH SERVICES: A PARTICIPATORY ACTION RESEARCH  
AMONG PATIENTS AND MEDICAL TEAM IN XYZ HEALTH LIMITED**

Nusrat Ahmed<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>nusrat.ahmed.tonni@gmail.com

<sup>2</sup>harcharanjit@utm.my

**Abstract**

Large population, inaccessibility to health service and below standard healthcare infrastructure acts as a limiting factor for providing quality healthcare services to the general people of developing countries like Bangladesh. To overcome this situation, a number of companies now offer eHealth services. Though e-Health has enormous potential, one of the challenges that hinder the application of eHealth services is patient's poor adoption of services. Similar scenario has been observed in the selected company with the issue of a reduction in the number of patient's obtaining eHealth services from the company leading to poor sales performance. Therefore, participatory action study was carried out at XYZ Health Limited to determine the causes behind the poor adoption of health care services by patients and to implement solutions to raise the amount of patients accessing eHealth services. Exploratory Sequential design was selected to conduct the study among service recipients and medical team members and were selected by purposive sampling. Mixed method approach was applied for data collection to explore the reasons behind patient's dissatisfaction regarding services. Data was collected using both qualitative and quantitative techniques from service recipients and medical team members through in-depth interview and survey interviews using interview guidelines and a semi-structured questionnaire. Data analysis revealed assurance and responsiveness had a strong association with patient's satisfaction. Therefore, based on the thematic analysis and the result of hypothesis testing, video based consultation and ICT training programs for healthcare providers have been implemented and reflection was monitored by sales performance and number of patient's attending the services.



## **EMPLOYEE ENGAGEMENT IMPROVES TURNOVER INTENTION AMONG THE EMPLOYEE OF XYZ SDN BHD**

Nurul Jannatul Syuhada<sup>1</sup>, Nor Zafir Md Salleh<sup>2</sup>, Beni Widarman Yus Kelana<sup>3</sup>

<sup>1</sup>nurulsyuhada0112@gmail.com

<sup>2</sup>zafir@utm.my

<sup>3</sup>beni@utm.my

### **Abstract**

Labour issues in the fashion industry become a common thing nowadays. Many companies that are involved in this fashion industry usually struggle in managing their organization's talent, facing an employee shortage and receiving unskilled employees. Sometimes, companies fail to satisfy their employees and treat them according to their preferences, making them leave the company. XYZ Sdn Bhd are facing a high employee turnover rate due to their lack of job satisfaction. The employees are facing an excessive workload that makes them stress in their workplace and tend to leave the company after two or three months of working. The objectives of this research are to identify the factors that contribute towards the employee's turnover. Besides, researchers also would like to come up with a good solution in overcoming this issue. This research has been conducted using both quantitative and qualitative research whereas the researcher carried out the interview with the company's management in order to identify the factor that contributes to the turnover intention among employees. Meanwhile, the survey has been conducted using the same set of questionnaires with the same respondents which are the company's employees. The respondents have to answer the questions twice, before and after the implementation of the employee involvement in the decision-making process to see the changes in the employee's turnover intention. The data from the interview session will be analysed using thematic analysis while the survey data will be using Social Science Statistical Package (SPSS).

**Keywords:** employee engagement, employee involvement, turnover intention, decision-making process

**APPLIED CORPORATE SOCIAL RESPONSIBILITY ON EMPLOYEES TO IMPROVE  
EMPLOYEE SATISFACTION IN MANUFACTURE DEPARTMENT OF COMPANY  
XYZ DURING COVID-19**

Liu Zongyuan<sup>1</sup>, Theresa Ho Char Fei<sup>2</sup>

<sup>1</sup>liuzongyuan1995@gmail.com

<sup>2</sup>hctheresa@utm.my

**Abstract**

This study applied CSR to employees to improve employee satisfaction to accelerate the company resume operation from COVID-19. A Sequential Mixed method (Quantitative and Qualitative) was used. 66 staff in the manufacturing department in Company XYZ China were the sample of the study. This study found that CSR has a positive impact on employee satisfaction. The company should insist on carrying out CSR on employees.

Keywords: corporate social responsibility, employee satisfaction, action research, mixed methods, COVID-19

## **ACTION RESEARCH ON EMPLOYEE TURNOVER INTENTION: A STUDY ON A COSMETICS RETAIL COMPANY**

Liu Zehua<sup>1</sup>, Poh-Chuin Teo<sup>2</sup>

<sup>1</sup>lauraliuzh@gmail.com

<sup>2</sup>pohchuin@utm.my

### **Abstract**

At present, the turnover rate of employees in China's retail industry is still high, among which the turnover rate of cosmetics retail companies is especially serious, which affects the development of the company. Effectively predicting the turnover tendency of employees and reducing the turnover rate of employees has become the priority obligation for the management. The high turnover rate of front-line employees of A cosmetics retail company has become a major problem that needs to be solved. The focus of this action study is to test the job satisfaction (JS) and turnover intention (TI) levels of frontline employees in the 10 retail stores of Company A through a mixed research method, with the aim of finding out the reasons for the high turnover rate and corresponding intervention measures. The quantitative data analysis results come from using SPSS 26.0 software to analyze the Likert scale data of 60 participants. The qualitative analysis result comes from Nvivo software's analysis of the interview drafts of 5 former employees. The research results show that the job satisfaction of the frontline employees of Company A is mainly related to promotion and career development, job nature, colleague relations and management system factors. Job satisfaction has a significant negative correlation with turnover intention. Based on these findings, a retention strategy for company A's front-line employees were proposed and implemented in the pilot stores. The intervention strategies were effective. The further intervention of all stores is planned in the future.

Keywords: Retail, frontline employees, turnover intention, job satisfaction

## **STRATEGIES FOR REDUCING EMPLOYEE TURNOVER IN THE SG ACCOUNTING FIRM**

Lina Guo<sup>1</sup>, Rafidah Othman<sup>2</sup>

<sup>1</sup>lina.g@graduate.utm.my

<sup>2</sup>rafidah.othman@utm.my

### **Abstract**

With the continuous development of China's economy, the accounting industry is also growing, and the number of small and medium-sized accounting firms is very large. However, the issue of staff leaving still brings serious big crises to the development of the whole accounting industry. It is great significant for the accounting firms to create a more attractive environment to keep good talents for a long time. In the paper, the SG accounting firm is the research object, which provides professional services including finance, accounting, audit, evaluation, taxation. However, SG firm faces the problem of employee turnover and how to solve it. The research analyzed the causes of increased staff leaving in the company. Through literature reviewing, some potential solutions relating to the problem have been found, and the research adopts mixed methods, including questionnaire investigation and interview methods to identify the interventions that can help the firm to reduce staff turnover. Mixed method research approach was used. Quantitative analysis identified the different levels of factors, which shows that the job stress is the most significant issue in the current situation, followed by career growth, then the issue is about perceived organizational support and salary satisfaction. Based on the quantitative analysis, many participants have very high job stress, which indicates that it is caused by an unbalance between life and work. Moreover, the qualitative analysis shows that all participants expressed that the job is stressful, and analysis indicates that job stress is caused by work life unbalance due to the long work time. Regarding the reduction of job stress, respondents mentioned flexible schedule, and vacations. Moreover, according to quantitative analysis, the career growth is at a relatively low level with low mean score due to limited improvement, followed by lack of challenging work, then the effective professional development programs were not available. Qualitative analysis shows that employee's skills are not improved due to the lack of training and challenging work. Besides, quantitative analysis shows that salary satisfaction is moderate level, because the performance appraisal system could reflect the real performance of employees and employees think their salary matches the work ability while they think their salary is not adequate for personal life. Though participants are not satisfied with their salary, they thought the performance evaluation is good. Therefore, analysis shows that the firm provides the appropriate salary to staff, and the employees

need to improve skills and capacities to get more salary. Quantitative analysis shows that the perceived organizational support also has a relatively low level mean due to lack of caring about employee's well-being, followed by the lack of caring about employees' achievement and opinions at work. Quantitative analysis identified the different levels of factors, which shows that the job stress is the most significant issue in the current situation, followed by career growth, then the issue is about perceived organizational support and salary satisfaction. Moreover, qualitative analysis also shows that the company has these issues in the current situation. Quantitative analysis shows that job stress is the most significant issue in the current situation due to work-life unbalance, and participants in qualitative analysis expressed the work-life unbalance is the cause of job stress. Regarding the reduction of job stress, respondents in qualitative analysis mentioned flexible schedules. Researchers found that a flexible work schedule strategy is effective for achieving work-life balance. This arrangement will allow staff to control their working hours and choose the pace of their work. Therefore, the researcher suggests the flexible work schedule strategy for the company. Based on the quantitative data analysis, the career growth is at a relatively low level due to limited improvement and lack of effective professional development programs. Qualitative data analysis also shows that participants lack training. Therefore, the researcher suggests training as intervention to improve skills and promote career growth.

Keywords: employee turnover, job stress, career growth, salary satisfaction, perceived organizational support

## **MEASURING CUSTOMER SATISFACTION LEVEL AT COUNTER SERVICE, COMPANY XY MALAYSIA JOHOR BAHRU**

Suraya binti Rosli<sup>1</sup>, Beni Widarman Yus Kelana<sup>2</sup>

<sup>1</sup>surayakibod@gmail.com

<sup>2</sup>beni@utm.my

### **Abstract**

This article aims to discuss the factors that contribute in measuring customer satisfaction level in counter service of an insurance company conceptually through discussions of previous studies. In addition, this article also presents the results of SEM analysis gained from questionnaires to answer the research objective which is to identify significant effects between factors influencing customer satisfaction in Company XY Malaysia Johor Bahru as an empirical evidence. Based on the results, all the three counter service practices have Full Mediation (staff, product and service) and positive correlation with significant effect. Hence, not only can the Kano model be proved conceptually but empirical evidence from the study can be shared in order to facilitate more detailed future studies especially in the topic of customer satisfaction.

Keywords: counter service practice, customer service, customer satisfaction, insurance industry, customer loyalty

## **THE IMPLICATION OF LEAN MANUFACTURING IN METAL FABRICATION FACTORY**

Siti Khadijah Abu Samah<sup>1</sup>, Norhayati Zakuan<sup>2</sup>

<sup>1</sup>sitikhadijah.as@graduate.utm.my

<sup>2</sup>norhayatimz@utm.my

### **Abstract**

This action research focuses on reducing waste present in the company's production process flow. After analyzing the waste present and its root causes by using Value Stream Mapping (VSM), a suitable solution by using lean tools was implemented. All of this is to reduce the number of issues present at the end of the production process which is the delivery process. Mixed method approaches were used. Qualitative data collection (interview) and Quantitative data collection (survey and real-time data collection). By using purposive sampling at case companies, this action research focuses only at the production area and involves around 45 workers. The finding of this action research found that the main problem in the production process flow is waiting time. It was found through VSM along with other lean waste. Yet, the majority of it is caused by waiting time. From there, a suitable lean tool is chosen. This research successfully reduces almost 50% of the total waiting time. As a conclusion, this research successfully achieved its objective to reduce the number of issues present by reducing the number of lean wastes. Also, it improves the company productivity and efficiency aside from reducing the cost caused by waste.

Keywords: lean manufacturing, productivity, lean waste, lean tools, process flow

## **END USER SATISFACTION TOWARDS PROCUREMENT SERVICES IN COMPANY X CORPORATION BERHAD**

Nurul Afzainizah Mohd Zaini<sup>1</sup>, Beni Widarman Yus Kelana<sup>2</sup>

<sup>1</sup>nurulafzainizah.mz@graduate.utm.my

<sup>2</sup>beni@utm.my

### **Abstract**

This research presents the factors that influence end user satisfaction towards procurement services in Company X Corporation Berhad. This research was guided by the Doll and Torkzadeh model (1). The target population for this research include all end users in Company X Corporation Berhad who deal directly with procurement staff. Data collection method using questionnaire and analyzed through SPSS. This research also presents the result of SEM analysis gained from questionnaires to answer the research objective which is "To measure level of factors influencing end user satisfaction". Based on the findings, there are statistically significant influences on end user satisfaction through procurement services.

Keywords: end user satisfaction, procurement, power industry



## **E-COMMERCE ADOPTION AMONG SMES IN JOHOR**

Nitra Sari Omar<sup>1</sup>, Suraya Miskon<sup>2</sup>

<sup>1</sup>nitraomar@gmail.com

<sup>2</sup>suraya@utm.my

### **Abstract**

SMEs find adopting such advanced technology to carry out their businesses helps in gaining market share as well as engage with market experience and gain their support by providing more efficient end-to-end customer engagement. SME businesses seem to have established the economy on a growth trajectory in Malaysia. However, there has been slow uptake by SMEs in Malaysia to adopt these technologies. While technology seemed to have narrowed the gap between SMEs and to its mass market of customers, there are several challenges in adopting these technological tools and techniques. This finding had managed to gather 464 responses of SMEs in Johor (southern state of Malaysia) which indicates that significant relationships of factors related to e-commerce adoption among SMEs which is between having financial support from the government in order for SMEs to adopt e-commerce technologies, the relationship between technical expertise and adoption of e-commerce within SMEs, the relationship between senior management knowledge on IR4.0 to guide the company in e-commerce adoption. Several factors have been indicated for adoption of e-commerce among SMEs.

Keywords: SME, e-commerce, technology, industry revolution 4.0

## **EFFICIENCY OPTIMISATION IN FOOD PRODUCTION**

Logeesh Rao Haibabu<sup>1</sup>, Dr. Shathees Baskaran<sup>2</sup>

<sup>1</sup>logeeshrao94@gmail.com

<sup>2</sup>shathees@utm.my

### **Abstract**

In this paper, the topic that the researcher is going to focus on handling efficiency also optimization in raw food production, especially in food manufacturers known as industrial use. The researcher focuses on optimization, which includes minimization of food wastage as well and also to maximize profit out of the raw food handling. Fresh food waste is described as all suitable food materials produced for human consumption but left uneaten, either discarded throughout the food supply chain farm to table. Organic waste discharged from handling food raw material. This part delineates working on its portrayal by featuring the issue looked by the meat production kitchen, which is producing excessive meat trimmings. It has been additionally analyzed through the waste management strategies in understanding the potential ways to manage the extravagant meat trimmings in the meat production kitchen. Then once looking into the waste management strategies, the researcher used a conceptual model to identify the production line and discussed the performance chain on the meat production line. In the data analysis, both qualitative and quantitative have to align together to achieve the research objective. Since the researcher used the mixed method for analyzing the data collected, it is all about the reflection cycle of research. Study covers part includes an evaluation intervention of research and reflection on outcome of the first intervention, which consists of a discussion on the findings. A brief explanation will be discussed, along with conducted implementation in solving the issue that has been explained in detail.

Keywords: production efficiency, optimization raw material, food production

## **LEAN MANUFACTURING PRACTICES AND OPERATIONAL PRODUCTIVITY IN THE MANUFACTURING INDUSTRY**

Koo You Ying<sup>1</sup>, Ong Choon Hee<sup>2</sup>

1 peggieing26@gmail.com

2 ongchoonhee@ibs.utm.my

### **Abstract**

The relationship between lean manufacturing practices and operational productivity in the Machinery and Equipment (M&E) industry of Peninsular Malaysia were investigated in this study. There were 118 companies involved in this quantitative research to investigate the relationships between lean manufacturing practices (cellular manufacturing, quick setup, quality control and small batch size) and operational productivity. Statistical Package for the Social Sciences (SPSS) was used to analyse the cross sectional data that was collected through survey methodology. The findings of this quantitative research show that not all the lean manufacturing practices have a significant impact on operational productivity in the M & E industry. It is important for the practitioners in the manufacturing industries to select the suitable lean manufacturing practices based on the product and process characteristic of their organization in order to gain benefits from its implementation.

Keywords: lean manufacturing practices, operational productivity

## **DETERMINANTS AFFECTING WORK-LIFE BALANCE AMONG CAREER WOMEN**

Ilya Athira Binti Amir Shariffuddin<sup>1</sup>, Nor Aiza Binti Mohd Zamil<sup>2</sup>

<sup>1</sup>iamthira94@gmail.com

<sup>2</sup>noraizamz@utm.my

### **Abstract**

Every facet of our daily lives that includes the way we work has been affected by a lot of things that have been happening in our world. Work life balance is a challenging issue faced by many employees as well as employers. The changes in working scenario and work culture caused disturbances and imbalances in the life of many employees' specifically women across all levels in an organization. Working women have been exerted with enormous pressure due to the dynamics of the working environment as they need to cope with virtually two full time jobs – at home and at the office. Working women often called upon to make sacrifices in another as both environments have different demands on them and have distinct norms to adhere to. Therefore, this study investigates the factors that affected the work life balance as agreed by previous researchers that there are many factors that contribute to it. To fill the gap, this study will determine the relationship of several individual factors and organizational factors to work-life balance. Several theories will be further analysed to understand the relation with the development of the research framework of this study. Findings concluded that several factors have significant impact in affecting women in work-life balance. The result of the study contributes exceptional judgment to the work-life balance of career women as well as contributes to the improvement of organization to provide initiative to support employees in balancing work and life. Quantitative methods were applied in the Biopharmaceutical and healthcare services company. This study found that emotional intelligence and organizational support are determinants of work-life balance.

Keywords: work-life balance, individual factor, organizational factor

## **FACTOR IN INFLUENCING DELAYS IN RENOVATION CONSTRUCTION PROJECT**

Hing Soon Kee<sup>1</sup>, Suraya Miskon<sup>2</sup>

<sup>1</sup>skee.hing95@gmail.com

<sup>2</sup>suraya@utm.my

### **Abstract**

The primary aim for this research is to investigate the project's delays in renovation construction project Malaysia. In order to meet the aim mentioned, the research objectives included exploring the factors causing delays in design and build procurement systems in renovation construction projects and identifying the project management software to overcome the issue. The research methodology uses correlation which is a quantitative survey to study the relationship between the independent and dependent variables in order to get the extent of the relationship whether the relationship exists. Most of the renovation projects adopted design and build procurement systems to cut down complicated tender process periods. However, delays still happened during the design and build approach had been implemented. Construction industry nowadays is facing problems on poor time management which lead to delays. The most influential factor that caused delays in design and build project is design and documentation of the project which showed the highest KMO value (0.835), followed by the client's needs and requirement which contributed 0.798 KMO value, and lastly followed by contractor's roles and responsibilities which shows 0.785 KMO value. There is a direct proportional relationship between design and documentation of the project and project management tools; contractor's roles and responsibilities and project management tools in design and build renovation projects.

Keywords: design and build procurement system, delays, project management, construction, industry, Malaysia

## **BUSINESS CONTINUITY MANAGEMENT: DATA SYNCHRONIZATION AND OPTIMIZATION IN CREATION**

Catheline Kek<sup>1</sup>, Shathees Baskaran<sup>2</sup>

<sup>1</sup>kekcatheline@graduate.utm.my

<sup>2</sup>shathees@utm.my

### **Abstract**

Business continuity is a vastly consequential phenomenon, as being the significant and essential strategic management practice. Business Continuity Management (BCM) unequivocally records and retains circumstance-based incidents that need response, recovery, and restoring efforts. In an effort to establish processes and procedures for mitigation, organizations require BCM that safeguard operations, facilities, and assets. The objective of this action research is to address issues that hinder business operations to continue and sustain its core services, business functions and operations in the event of business disruption in the primary facility. An action research methodology was employed to investigate the phenomenon. Finding reveals that sophistication in the current information landscape for Business Continuity Management System (BCMS) in the organization hinders progress from proper execution in time of disruption. The desired outcome can be attained more efficiently when data, activities and supporting resources of BCM synchronized as a process. Findings from the research raised the understanding of the significance of employee engagement in BCM program elements that guided leaders in the unity of command and control. This research proposes a framework for intervention as well as transformational of BCM within the context of data synchronization and optimization.

Keywords: business continuity management, organizational preparedness, business disruption. data synchronization, data optimization.

## **THE NEGATIVE EFFECT AND CONSEQUENCES OF EMPLOYEE TURNOVER ON THE SAUDI OIL AND GAS COMPANIES**

Waleed Alamaj<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>waleedalamaj@gmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

The oil and gas sector in the Middle East is facing many challenges regarding employee turnover especially in (DLPS) companies. Employee turnover leads to reduced employee's performance and productivity. Moreover, employee turnover also affects the organizational performance in general. High rates of employees' turnover cause many challenges to the organizations. Employee turnover has escalated to 14.2% in 2018 (DPLS, 2018). Likewise, many companies keep long service and loyal) employees intact while there are also other types of employees who leave their organization. The main idea behind choosing this topic is to address the reasons that cause the high rate of employees' turnover and how to solve the issue. Moreover, the researcher aimed to investigate in depth the concept of how reward systems and training could improve employee retention. To make this action researcher done, the researcher gathered data in questionnaire form (30 questionnaires) from previous and existing employees at DLPS Company and made five (5) interviews with department managers to get valid data to build the study on. The results showed that most of the targeted samples were not satisfied about their wages and the working time. In addition, due to the analysis of the quantitative and qualitative data, there is a positive relationship between the hypotheses and the high rate of employees' turnover.

Keywords: employee turnover, employee retention, reward system, training program, wages, working time, environment

## **STRATEGY TO IMPROVE STUDENT LEARNING EXPERIENCE: CASE OF OBD COURSE IN AHIBS, UTM**

Saif Ayad Alwan Emaeber<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>saif8.emaerber@gmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

This action research is carried out to improve Organization Behavior class teaching and learning

conducted by Dr. Harcharanjit Singh A/L Mahinder Singh from Azman Hashim International

School, UTM Kuala Lumpur. This research was designed to help Dr. Harcharanjit Singh to improve student learning experience in OBD course. Specifically, students were engaged through mix method design and new intervention were identified to create positive and creative learning experience. This study sought to address student experience within OBD courses in AHIBS. Purpose of the study was to identify what practices and activities should be developed to improve student learning experience within OBD courses. The research questions addressed in this study was: What are the elements or factors that could increase student learning experience in OBD class and What are the new tools that can be used to improve student learning experience in OBD class. Based on the qualitative thematic analysis; two factors process drama, and student engagement could improve student learning experience in the OBD class. However, when quantitative analysis was conducted; only process drama, and student engagement were found to have a positive relationship with student learning experience. Based on the premise, the researcher is going to use process drama as interventions to improve student learning experience in OBD class in Azman Hashim International Business School, Universiti Teknologi Malaysia.

Keywords: student, learning experience



## **A STUDY ON THE ADOPTION OF FLEXIBLE WORKING ARRANGEMENT TO THE MOTIVATION OF HR EMPLOYEES IN XYZ BERHAD**

Mohd Hisham Abdul Majid<sup>1</sup>, Suraya Miskon<sup>2</sup>

<sup>1</sup>mhishamm05@yahoo.com

<sup>2</sup>suraya@utm.my

### **Abstract**

Ever since the beginning of the COVID-19 pandemic outbreak early this year, the impacts on businesses have progressively been unveiled. Some of these impacts include interruptions to the supply chain, labor shortages and the failure to meet revenue targets. Without doubt, investors and regulators are concerned about the outbreak's effects on business performance. To meet their information needs, they require adequate disclosure of interruptions to business and the mitigating measures that are implemented, and quantification of the impact of the consequences. In achieving more efficient results of HR practices Flexible Working Arrangements, or FWAs are deemed valuable and useful as it gives the avenue or platform to do time scheduling and work allocation for employees according to the job and work nature. The concept of FWAs, which include enabling a Work From Home (WFH) arrangement is now becoming more relevant and critical amidst the outbreak of the COVID-19 pandemic which has affected most of the global workforce. This paper will examine; using qualitative research, the effectiveness of a proposed Work From Home (WFH) system in XYZ Industries of Malaysia Berhad as an alternative work solution during and after the COVID-19 pandemic period. The researcher aims to determine what would be the effects of a WFH system to the employee motivation in the Human Resource Department of the organization. To undertake this task, the HR employees need to answer a set of questions on WFH system and employee motivation through structured interviews conducted by the researcher.

Keywords: Flexible Working Arrangement (FWA), Work From Home (WFH), Human Resource (HR), employee motivation

## **CONTRIBUTING FACTORS THAT CAUSES LONG EMERGENCY ROOM WAITING TIME FOR ORTHOPAEDIC PATIENTS IN HOSPITAL ABC, JOHOR BAHRU**

Madhan Kaliappan<sup>1</sup>, Zaiful Hasmi Mohd Hashim<sup>2</sup>

<sup>1</sup>madhan@graduate.utm.my

<sup>2</sup>zaifulhasmi@utm.my

### **Abstract**

Long waiting time in Hospital ABC, Johor Bahru has been a problem that has long been not addressed properly. This has caused concern in the Hospital as it can be frustrating for patient's poses threat to the reputation of the public healthcare system in Malaysia as a whole. This study was conducted to determine the contributing factors to the long waiting time for orthopaedic patients in Hospital ABC, Johor Bahru and their association with the phenomenon. The cross-sectional study is carried out involving two departments from Hospital ABC, JB with a sample size of 30. The analysis was done via IBM SPSS version 25. The study identified 4 major contributing factors to long waiting time of orthopaedic patients in the Emergency department of Hospital ABC, Johor Bahru which includes Lack of Manpower, Competency of its Manpower, work attitude and work load in that particular hospital. The results showed that all our hypotheses are true, the hospital management should look into the aspects of Lack of Manpower, Competency of its Manpower, and work attitude and work load in their hospital in order to counter the long waiting time in the emergency department of their hospital. These give input to make improvements and minimize the recurrence of these factors, subsequently reducing the waiting time of Orthopaedic patients in the emergency department of Hospital ABC, Johor Bahru. Further, Qualitative study related to healthcare factors and patient related factors in relation to long waiting hours in the Emergency department should be carried out to allow further intervention and planning for improvement.

Keywords: healthcare, patients, attitude

## **FRESH GRADUATE UNEMPLOYMENT AND PERCEPTION TOWARDS EMPLOYABILITY**

Hussein Ali Al-Amin<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>alamin@graduate.utm.my

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

Unemployment is considered to be one of the most significant economic performance measures if a nation and Malaysia has been facing challenges regarding the unemployment of fresh graduates. This research aims to determine the factors affecting fresh graduate unemployment in Malaysian public university business courses. The factors evaluated from the perception of fresh graduates are salary expectations, communication skills, fresh graduate attitudes, English proficiency and career indecisiveness. The study is focused on business course graduates from Public universities around Kuala Lumpur and its vicinity. Using the descriptive design, a total of 367 questionnaires were collected and analyzed using the SPSS software. The research evaluated the correlation between these five independent variables and fresh graduate unemployment and found that salary expectations, communication skills and career indecisiveness have a significant impact on fresh graduate unemployment. This research helps fill significant gaps in research and presents theoretical and managerial contributions.

Keywords: graduate unemployment, public universities, graduate perception, employability

## **THE EFFECT OF MOTIVATION FACTORS ON JOB PERFORMANCE AMONG SME EMPLOYEE IN JOHOR BAHRU**

Chin Chia Yuan<sup>1</sup>, Sabrinah Adam<sup>2</sup>

<sup>1</sup>chinchaiyuancy@gmail.com@gmail.com

<sup>2</sup>sabrinah@utm.my

### **Abstract**

This primary purpose of this research is to find out the motivation factor that can affect job performance of Small Medium Enterprises employees in Johor Bahru. This research adopts a quantitative approach where data for these studies has been conducted by a survey method among SME Johor Selatan association members in Johor Bahru. This research aimed to examine the factors that can influence individual job performance, such as reward, promotion, training and working environment. The samples consisted of 199 respondents in the region stated. Meanwhile, Multiple Regression Analysis is employed to identify whether the four factors have a relationship with job performance. The findings show that promotion and training have a significant relationship with job performance among SME's employee. However, the remaining two factors which are reward and working environment were found to have no significant relationship with job performance. In practical terms, this research can contribute to the insight for SME in JB to grow and progress better in this region during the year of pandemic Covid-19.

Keywords: motivation factor, employee, job performance, small medium enterprise (SME)

## **INCLUSION OF RELIABILITY CENTERED MAINTENANCE ON QUAY CRANE EQUIPMENT SERVICE BY M&R DEPARTMENT**

Chakravarthy Gopala Krishna<sup>1</sup>, Zaiful Hasmi Mohd Hashim<sup>2</sup>

<sup>1</sup>chakra@graduate.utm.my

<sup>2</sup>zaifulhasmi@utm.my

### **Abstract**

Frequent unplanned breakdown on Quay Crane (QC) during operation has been a problem that has long been not addressed properly in JPB. This has caused concern in the JPB and its M&R department as it is frustrating for the operations sectors of the firm in keeping up with the demand and poses threat to the reputation of the firm among its clients. This study was conducted to determine the contributing factors associated with the frequent unplanned breakdown of QC and its reliability towards operation. The cross-sectional study is carried out involving two departments from JPB with a sample size of 45pax. The analysis was done via IBM SPSS version 25. The study identified 5 major contributing factors to frequent unplanned breakdown on QC during operation which includes Maintenance policy, heavy duty cycle of operation, human aspects, resources, equipment & site condition. The results showed that all our hypotheses are true, thus, JPB's management should look into the aspects of Maintenance policy, heavy duty cycle of operation, human aspects, resources, equipment & site condition in order to counter the frequent unplanned breakdown on QC during operation. This study gives an input to make improvements and minimize the recurrence of these factors, subsequently reducing the frequent unplanned breakdown on QC during operation. Further Qualitative and Quantitative study related to human factors and process related factors in relation to unplanned breakdown on QC during operation should be carried out to allow further intervention and planning for improvement.

Keywords: Unplanned breakdown, contributing factors, reputation, maintenance policy

**AN EXAMINATION OF THE SERVICE QUALITY DIMENSIONS THAT HAS THE MOST SIGNIFICANT INFLUENCE ON CUSTOMER SATISFACTION: AN EMPIRICAL RESEARCH FOR A SOFTWARE DEVELOPMENT FIRM IN MALAYSIA**

Ahmed Ramadan<sup>1</sup>, Theresa Ho Char Fei<sup>2</sup>

<sup>1</sup>Arkcollection2@gmail.com

<sup>2</sup>hctheresa@utm.my

**Abstract**

The digital industry of today has become highly competitive, the company's synergetic and knowledge-based business environment is built on premium digital services. In order to build and maintain a brand image, the company has to provide exceptional services to their customers. The aim of this research is to re-examine service quality dimensions, by using a SERVQUAL model developed by (Parasuraman et al., 1988) , that can be used as a measurement instrument to measure customer satisfaction, through the five dimensions of service quality (reliability, responsiveness, assurance, empathy, and tangibility) and measure customer's expectations and perception. Hence, the dependent variable has been chosen as Customer's Satisfaction and the independent variable as the five service quality dimensions, using a SERVQUAL model as a measurement instrument. The research reviews the provision of IT services driven by service quality dimensions where customers and service providers engage in a cycle of service coproduction. A quantitative empirical approach is adopted into the methodology, a questionnaire has been developed based on the 5 dimensions of service quality model and distributed to 139 customers, using a convenience sampling method. The data collected is analyzed using a statistical software (SPSS) to determine the descriptive estimations and coefficients. The researcher used two structured questionnaires to measure customers' expectations and persecutions and a stratified sample design method to determine a valid sample size. It was found that reliability and assurance had a high influence on customer satisfaction, while other three dimensions were found insignificant to customer satisfaction. The focus on providing reliable service to customers with high security measures instils confidence, trust and comfort in service providers. The overall perceived service quality is found to be lower than the expectations of customers, hence, the company can focus more on the dimensions that drive customer satisfaction.

Keywords: service quality, SERVQUAL model, customer satisfaction, competitive advantage, information technology, quality gap

## **FACTORS INFLUENCING THE USE OF RESOURCES PLANNING TOOLS IN MANUFACTURING PROCESSES**

Ang Xiang Ting<sup>1</sup>, Suraya Miskon<sup>2</sup>

<sup>1</sup>ting1994@graduate.utm.my

<sup>2</sup>suraya@utm.my

### **Abstract**

The primary aim for this research is to present the development of a research framework towards the factors influencing the delay and the use of resources planning for the manufacturing industry. In order to meet the aim mentioned, the research objectives included exploring the factors causing delays in the production process in manufacturing business and identifying the resources planning software that helps to overcome the issue. The research methodology uses correlation which is a quantitative survey to study the relationship between the independent and dependent variables in order to get the extent of the relationship whether the relationship exists. The information systems used in the previous manufacturing business are not sufficient enough to achieve agility in the business processes. The company, especially the traditional business, tends to rely more on the non-IT attributes and gives resistance on the development of technology and new demands from users. Organizations are required to adapt their organizational structure continuously and parallel with the strategies and policies in response to the new environment. The most dominant factor that caused delays in manufacturing process is people related factor which showed the highest KMO value (0.762), second is training and education related factor (0.723), management related factor (0.713), followed by data related factors (0.653) and lastly is funding related factors (0.500). Direct proportional relationship is shown in the result of findings between the delay factors and the use of resources planning software in manufacturing projects.

Keywords: delay factors, manufacturing, resources planning, manufacturing resources planning, tools

## **KNOWLEDGE, ATTITUDE AND PRACTICE OF CAREGIVERS TOWARDS ADHERENCE TO ASTHMA THERAPY**

Kasthuri a/p Kalai Selvan<sup>1</sup>, Norzahidawati Zaidin<sup>2</sup>

<sup>1</sup>k.kasthuree94@gmail.com

<sup>2</sup>nzw@utm.my

### **Abstract**

Asthma is a chronic, inflammatory disease of the airways that has dramatically increased in incidence over the past 15 years. Uncontrolled asthma will affect quality of life of the children and non-adherence to medication leads to exacerbation of asthma. Caregivers' plays an important role to improve the adherence among children. Despite the centrality of medication adherence to asthma outcome, our knowledge about what predicts adherence is limited. Therefore, this study was to assess basic asthma knowledge, conceptual understanding of asthma in caregivers towards management of children with persistent asthma to adherence to asthma medications in Pediatric Ward in HEBHK Kluang. A cross- sectional survey was carried out for 2 months from June 2020 to July 2020. The main objective of this study was to determine the knowledge, attitude and practice of caregivers towards adherence to asthma therapy in children in the pediatric ward in HEBHK Kluang. Questionnaires adapted from previous studies were used to assess the level of knowledge, attitude and practice of caregiver and MALMAS scale was included to assess the adherence of children towards the asthma therapy. The data regarding patient demographics and antibiotic use was collected daily. Collected data was subjected to statistical analysis. Studied samples were found to have good knowledge, good attitude and moderate practice. There was no difference in knowledge score between different educational levels of the caregivers involved in this study. Correlation between knowledge and attitude score were found statistically significant. The same result was also obtained for correlation between knowledge and practice score. The study concludes that the knowledge, attitude and practice has weak correlation with the adherence to asthma therapy. Considering the factors that influence adherence, health care personnel should emphasize on the role and responsibilities that can be done in order to improve the treatment outcome.

**Keywords:** asthma, knowledge, attitude, practice, caregivers, children



## **AN ACTION RESEARCH STUDY OF ELECTRONIC PAYMENT ADOPTION AMONG THE STUDENTS IN UTM KL**

Norazeera Azeerin Mohd Daud<sup>1</sup>, Nor Hidayati Zakaria<sup>2</sup>

<sup>1</sup>azeerin@graduate.utm.my

<sup>2</sup>hidayati@utm.my

### **Abstract**

In the recent year, the Malaysia payment system is slowly shifting towards digitalization by embracing the electronic payment system. New development and initiative to facilitate the infrastructure of e-payment is opening a huge opportunity for businesses, especially e-commerce to increase the payment efficiency. Not to mention other institutions such as universities are also moving towards that direction for all on-campus purchases. This study is developing to investigate the factors influencing student behavior in adopting electronic payment. The proposed model for this study will be based on a unified theory of acceptance and use of technology (UTAUT) focusing on four variables and one extended variable; performance expectancy, effort expectancy, social influence, facilitating condition and benefit program. The results of the study showed that effort expectancy is the most significant factor that drives students' intention to adopt e-payment in UTM KL. The findings indicate that there are still drawbacks in the e-payment system in the campus. Therefore, several recommendations have been proposed in this study for service providers and universities to consider.

Keywords: e-payment, e-commerce, payment system, consumers' intention

## **THE ANALYSIS OF TECHNOLOGY ACCEPTANCE MODEL (TAM) ON HALAL AUDIT TECHNOLOGY**

Nuraliaa Zafrina Abdul Razak<sup>1</sup>, Mohd Iskandar Illyas Tan <sup>2</sup>

<sup>1</sup>nuraliaazafrinarazak@gmail.com

<sup>2</sup>iskandar@utm.my

### **Abstract**

The rapid technological advances in the production of food products have raised issues related to halal and illegal products that have been troubling to consumers especially Muslim consumers. Therefore, the use of halal authentication technology can help address issues that have arisen among consumers and help scholars to better address the issue. This paper combined the findings and provided a compilation of all the results. Main data collection will be done on questionnaires. The TAM model uses two core determinants and a modification of the TAM model to determine the user's intention of adopting a technology. The TAM model used in this study was a modified model. The TAM variables used are perceived usefulness, perceived ease of use and perceived self-efficacy as the independent variables. The type of research used a quantitative approach with the collecting data method using a questionnaire and sampling amounted to 102 respondents. The research focus was conducted with the help of technological company in Johor Bahru which they provide with the Halal Audit technology as the research object. Data analysis used in this study is multiple linear regression analysis. The test results showed that perceived usefulness, perceived ease of use, and perceived self-efficiency have a significant influence on the intention to adopt the Halal Audit Technology.

Keywords: halal audit technology, tam model, perceived usefulness, perceived ease of use, perceived self-efficiency

## **MEASURING THE EFFECTIVENESS OF JABATAN AGAMA ISLAM SARAWAK (JAIS) HALAL AUDIT TRAINING PROGRAM BEFORE AND AFTER**

Nuraimi Ainaa<sup>1</sup>, Mohd Iskandar Illyas Tan<sup>2</sup>

<sup>1</sup>nynaa88@gmail.com

<sup>2</sup>iskandar@utm.my

### **Abstract**

This research evaluates the level of awareness, knowledge, skill and adaptability of the participants before and after the training program and to analyze the effectiveness of the halal training program. This research used the combination of Kirkpatrick model and the halal competence framework to evaluate the effectiveness of halal audit training program. The questionnaire was used in collecting the research data. 31 participants from JAIS were asked to fill in the survey questions before and after the program. SPSS was used to analyse the relationship of each variable towards the effectiveness of the training program. There are four modules implemented in the program. The introduction module to evaluate awareness, pre-halal audit module to measure the knowledge, halal audit module to identify the skill and the post-halal audit module to evaluate the adaptability before and after the program. The outcome of this study showed a positive relationship between awareness, knowledge, skill and adaptability towards the effectiveness of halal audit training programs. Results also showed that all the hypotheses were supported and were significant at  $p < 0.01$ . Results from this research shows that all the factors give a significant relationship to effectiveness of halal audit training. The hypothesis involved in this study has been accepted and the objectives had been achieved

Keywords: halal training, awareness, knowledge, skill, adaptability

## SERVICE QUALITY ON BIOMEDICAL ENGINEERING

Almi Mahmud<sup>1</sup>, Norzaidahwati Zaidin<sup>2</sup>

<sup>1</sup>almi2@graduated.com

<sup>2</sup>nzw@utm.my

### Abstract

The privatization of biomedical engineering services began on 1 January 1997 and awareness of the importance of patient safety has opened a new chapter in this field in Malaysia. The privatization of biomedical engineering services in Malaysia is broken down into five major companies namely Edgenta Mediserve (M) Sdn Bhd (North Peninsula), Radicare (M) Sdn Bhd (Central and East Coast of the Peninsula), Medivest (M) Sdn Bhd (South Peninsula), Sedafiat Sdn Bhd (Sabah) and One Medicare Sdn Bhd (Sarawak) through a privatization policy under the Ministry of Health Malaysia. The role of the government through the Biomedical Engineering Maintenance Services Unit, Ministry of Health Malaysia also contributed to the rapid development of the industry in Malaysia and was one of the first units to be privatized. This acceleration was compounded by the establishment of the Malaysian Biomedical Engineering Association (BEAM) in March 2001 which aimed to promote this field in Malaysia. This study was conducted to examine the quality and factors that influence the quality of biomedical services offered by concessionaires through the state privatization policy in Government Hospitals. At the same time, this study looks at the relationship of the variable factors that affect the quality of service. Questionnaires were used to collect respondents' opinions on the quality of biomedical services. It contains 37 questions covering the factors that affect the quality of biomedical engineering services. A total of 250 questionnaires were distributed and suitable for use. The results show that the factors that affect the quality of biomedical services are important, in making changes and improvements to services. This research has been conducted at one of the government hospitalsHospital. This Hospital consists of 704 beds and 837 staff involved government staff in the Hospital. The survey was conducted among staff working in various departments including inpatient departments, specialist areas like operation theatre, neonatal intensive care unit (NICU), intensive care unit (ICU), high dependency unit (HDU), clinic and emergency departments. These departments hold the same acuity and level of workload in government hospitals. The sample of units from a population used the determined truths about the population, Sample size Cohen, Manion and Marrison 2001. This study selected four independent variables related to customer satisfaction for the services of biomedical engineering. That presented a conceptual framework of service quality in biomedical engineering. As the result finding, we can conclude that each independent variable is proven to be correlated

with customer satisfaction level. The result indicates two relationships were found statistically significant which were value deliveries efficiency and professionalism judgement. The highest which is ( $\beta = 0.441$ ,  $p < 0.05$ ) influence that value deliveries efficiency were greatest compared to the professionalism judgement ( $\beta = 0.382$ ,  $p < 0.05$ ) as indicated by its larger standardized beta coefficient. In addition, a conceptual framework of service quality on biomedical engineering was proposed. This framework can serve as a theoretical basis for future research and practice.

Keywords: healthcare, biomedical engineering, quality service, customer satisfaction

## **THE IMPACT OF SOCIAL MEDIA IN PROMOTING TOURISM IN UTM CAMPUS EDUTOURISM**

Bennaidja Sofiane Amer<sup>1</sup>, Norzaidahwati Zaidin<sup>2</sup>

<sup>1</sup>ssof3885@gmail.com

<sup>2</sup>nzw@utm.my

### **Abstract**

The tourism industry has emerged as the world's fastest growing foreign exchange industry and source. Most countries owe tourism a large proportion of their annual income and wealth. Malaysia is one of the world's best tourist destinations. Highlights for tourists include, in general, mountains, beaches, rivers, forests, historic sites and cultural diversity. All those attractions are blessed in Malaysia. Social media would play the best possible role in this way. Different services of social media are full of pictures and people's stories about the locations of which they were centred. This research has especially focused on the impact of social media to promote tourism in Johor, Malaysia and UTM campus edutourism. The research adopted a quantitative analysis approach. Through interviewing the participants, the methodology Non-probability sampling technique was used. The population sample is generated using convenience and purposeful survey techniques in this analysis. All the tourists who visited Johor's tourism attractions with UTM Campus edutourism were the research goal sample. The compiled questionnaires are 272. In the survey performed for primary results, a structured self-administered sample was used. The research employed inferential and descriptive statistics. For data processing, the Statistical package for Social Scientists System (SPSS) was used. The purpose of this research is to determine the impact of social media in promoting tourism in Johor, Malaysia. The research's primary aim is to analyze the importance of social media for tourism in Johor. Malaysia is known to be the world's top tourist destination. The findings indicate that Social Media in the promotion of tourism in Johor is of strategic value. Many visitors have reported becoming involved on social media sites and have the largest number of users on WhatsApp and Facebook. The study shows that social networks are no longer an optional inclusion in the sector of tourism and indicates that, like every other enterprise, tourism companies will invest in twitter, Facebook and other social media to thrive in the increasingly competitive market world of today. The study's empirical results reveal the impact of social media in the promotion of tourism. Communication practitioners in the tourism industry will adopt social media and incorporate them into their marketing campaigns rather than opting for new media. Online apps must be incorporated to break down interaction gaps and boost tourism organizations' performance in order to stay

successful. Social networking is one of the most powerful contact networks in the tourism industry and has more efficiency than conventional channels in recent years. Social media is the focus of visitors. Stages of their journey and this medium of contact have profoundly altered tourists' decision-making, and it has the potential to affect travelers' final decisions. Social media must be merged into the other elements of the promotional mix, though, to successfully facilitate a travel sector in order to function in independence from certain elements of the promotional mix. Since disclosing the significance and relevance of social media in tourism promotion, this does not mean that all methods of tourism promotion should be surpassed and that several strategies are used to gain success in tourism promotion. In all situations there is no single marketing strategy that can consistently outperform other approaches. In doing meaningful business in the tourist environment, social media alone is not enough.

Keywords: tourism, social media, digital marketing, promotion, johor malaysia.

## **FACTORS INFLUENCING GUEST SATISFACTION AND E-WOM: AN EMPIRICAL STUDY IN A HOTEL IN SINGAPORE**

Chew Si Chyi<sup>1</sup>, Ong Choon Hee<sup>2</sup>

<sup>1</sup>betty\_kimchy@hotmai.com

<sup>2</sup>ongchoonhee@ibs.utm.my

### **Abstract**

The objective of this study is to identify the relationship between e-WOM, guest satisfaction and service quality (responsiveness, assurance, empathy and tangibles) so that Hotel X can effectively improve the online ratings and reviews (e-WOM). Quantitative methodology was applied in this research and data was collected through online questionnaires using a convenience sampling method from 169 guests who stayed in Hotel X, Singapore. The results of the multiple regression analysis showed that responsiveness, assurance and empathy were positively significantly related to guest satisfaction. Surprisingly, tangibility of facilities were shown not related to guest satisfaction. This research also found out that guests who are satisfied with services provided by Hotel X will improve the e-WOM. Thus, management should now be aware that to improve online rating and reviews, GM can use the resources available to improve assurance, responsiveness and empathy but reduce tangibles to an appropriate level so as to improve guest satisfaction. This can help the company to optimize the performance and sustain competitiveness.

Keywords: guest satisfaction, responsiveness, assurance, empathy, tangibles, E-WOM



## **NURSES ABILITY TO PREDICT FALL IN THE WARD**

Hamidah Othman<sup>1</sup>, Norzaidahwati Zaidin<sup>2</sup>

<sup>1</sup>amanmida42@yahoo.com

<sup>2</sup>nzw@utm.my

### **Abstract**

The aim of this study is to determine the ability nurses to predict fall in the ward. The study uses quantitative data collection as an interview based on experience working and handling patients with incident fall. Questionnaires were distributed to determine the outcome measure of 1) ability to predict 2) relationship nurses attribute the ability in prediction 3) factor contributing and 4) major cause fall incident in ward. The time frame is 3 months to collect data before the process in system SPSS. 121 respondents respond on the questionnaire and from five factors in able dimension the result illustrates that only two relationships were found statistically significant which were environment and patient. The highest which is patient ( $B = 0.445$ ,  $p < 0.05$ ) influenced by patient fall were greater compared to Environment ( $B = 861$ ,  $p < 0.05$ ) as indicated by its larger standardized beta coefficient.

Keywords: ability, prediction, fall prevention

## **AIRBNB'S CUBA ENTRY: THE PROMISES AND CHALLENGES**

Mohammad Tawfeeq Ajaj<sup>1</sup>, Rossilah Jamil<sup>2</sup>

<sup>1</sup>tawfeeq@graduate.utm.my

<sup>2</sup>rosillah@ibs.utm.my

### **Abstract**

The case introduces students to one of the most successful and ambitious market entries in the current world. The case tells the story of Airbnb's founder and CEO Brian Chesky, and his decision to enter the Cuban market amid the announcement of easing the political sanctions on Cuba by the Obama administration. Brian took his decision even though US-based firms are prohibited from doing business with Cuba, and American citizens are not allowed to visit Cuba except for twelve defined categories. Airbnb's business model and operation are fully integrated with the technology, internet and online payments. The brilliance of Airbnb's move was the fact they went against all of the odds and turned a business hustle environment into one of the most remarkable success stories. They were flexible enough to turn things around and operate in a country that almost has no internet, no credit cards even owning a computer would require a government approval into one of the markets that drive their growth. The case aims to develop a better understanding of the interaction between the external factors and the organisation's business model which may influence their decision-making process. Therefore the case followed a qualitative methodology and related to the secondary data as the primary sources of information. The case used newspapers and other media materials like TV interviews and press releases to gather the needed data. The interviews and articles were transcribed afterwards, an objective analysis was conducted.

Keywords: airbnb, cuba, marketing management, strategy management, market entry

## **A DIGITAL MARKETING APPROACH FOR WEBSITE AND SEARCH ENGINE OPTIMIZATION**

Oh Kai Chien<sup>1</sup>, Shathees Baskaran<sup>2</sup>

<sup>1</sup>kaichien0603@yahoo.com

<sup>2</sup>shathees@utm.my

### **Abstract**

In this modern business era, most of the industries are using digital marketing approaches in order to expand the customer base and enhance the customer communications. For some of the traditional construction and engineering SME companies, the company still experiences a lag in their circle of business competition. Therefore, the implementation of digital marketing approaches in the construction and engineering company can be very important to outperform the competitors. This action research investigation aims to create the suitable digital marketing approaches to the traditional construction company – IPRO Engineering Pte Ltd. By implementing search engine optimization (SEO) and website optimization, the quality and quantity of website traffic by increasing the visibility of the company's website to users of a web search engine will be increased. The objective of this action research is to assess the effectiveness of IPRO's website and to identify necessary interventions to improve the website of IPRO and its social media presence to reach the building owners, commercials, plants and contractors. As a mixed method action research approach, both qualitative and quantitative data were collected within this study. The interventions were successful, with the business owner and his subordinates at IPRO expressing satisfaction with the outcomes, and the increases of business enquiries from the SEO and after website optimization.

Keywords: digital marketing approaches, search engine optimization, website optimization

## **THE ROLE OF SOCIAL MEDIA AND PERSONAL BRANDING TOWARDS JOB RECRUITMENT**

Thamarai Suppermaniam<sup>1</sup>, Mohd Khairuddin Ramliy<sup>2</sup>

<sup>1</sup>thamarai1703@gmail.com

<sup>2</sup>mohdkhairuddin@utm.my

### **Abstract**

The purpose of study is to investigate the relationship between personal branding and social media towards recruitment. Social media platform plays the main role in establishing a user's personal branding. Recruitment agencies are using the same platform to accept and process applicants. A big question arises whether job applicant activity influences recruiter decision? Hypothesis mainly focuses on social media influence on recruitments and Personal Branding as a moderator that can influence social media. Survey to analyse this study was done among UTM AHIBS MBA (JB) students utilizing quantitative mode and convenient sampling design resulted in a total 111 respondents. As Moderator, Personal Branding has a strong influence towards recruitment. Same goes to Facebook and LinkedIn. This research ended with discussion on managerial and theoretical contribution continued with future suggestions. In answering the research questions this study employed a quantitative method. It was found that social media and personal branding resulted in significant effect in recruitment. In conclusion, variables and moderators showing positive results except instagram, as known instagram is not a career/platform base platform. But Instagram can be very useful in marketing or business people.

Keywords: social media, recruitment, personal branding

## **A COMPARISON OF ONLINE, PHYSICAL AND MULTICHANNEL SHOPPING CUSTOMER SATISFACTION IN FOOD AND BEVERAGE INDUSTRY**

Kasturi Naidu Poopathy<sup>1</sup>, Mohd Khairuddin Ramliy<sup>2</sup>

<sup>1</sup>kasturinp1107@gmail.com

<sup>2</sup>mohdkhairuddin@utm.my

### **Abstract**

This study is conducted to investigate the relationship between online purchasing, physical purchasing and multichannel which is a combination of both channels on the customer satisfaction in the food and beverage industry. The moderating effect of customer connectivity towards the relationship between shopping medium and customer satisfaction is also studied. Methodology used in this study is quantitative and a convenient sampling design resulted in a total of 111 valid respondents among MBA postgraduate students in UTM Johor Bahru. The analysis results have indicated that online shopping and physical shopping has significant effect towards the customers satisfaction whereas multichannel shopping does not have significant effect on customer satisfaction. Not only that, customer connectivity does have a moderating effect on the relationship between the shopping mediums and the customer satisfaction. These findings provide valuable insights for businesses on the ways to identify customer satisfaction on various mediums of purchasing and choosing the best for them and more exposure should be given to multichannel shopping mediums in Malaysia.

**Keywords:** online purchasing, physical purchasing medium, multichannel purchasing, customer connectivity, customer satisfaction

## **THE CHALLENGES OF DIGITAL MARKETING UPON SMES DUE TO GOVERNMENT POLICY**

Muhammad Farid Bin Mohamed Yusoff, Mazilah Abdullah

### **Abstract**

This investigation paper investigates the challenges of digital marketing that Small Medium Entrepreneurs (SMEs) are articulating with the government policy to assist them to digitize their business model as suitable for current fiscal conditions. With possibility from a representative of various industries amongst 200 SMEs from the Klang Valley area being involved over the investigation. The main challenges that faced amongst the SMEs are not having a back up fund and lots of the competitors in the same industry being the main challenges to most of the SMEs since most of the representatives are in Micro and Small types of entrepreneurs. As they faced the almost same challenges on digitalization, they tried to implement the Search Engine Marketing (SEM) and advocate as the medium to promote and rapidly to do their marketing in upscaling their products and services to the flea market. As to resolve the problem that they met, the government agency in Malaysia Digital Economy Corporation (MDEC) came out with some plans and alternative to assist the SMEs by introduced the Domestic e-market roadmap and other six (6) pillars policies that approximately with current fiscal situations as to bring the traditional business concept towards current e-Commerce and digitalization concept which easy to engage with more potential clients without any physical barriers. Towards the conclusion of the investigation, the respondents prepare themselves along with their staff with digital marketing alternative policy to boost up their business towards digitalization.

Keywords: digital marketing, small and medium enterprises, entrepreneur

## **RESEARCHING THE RELATIONSHIP BETWEEN SHOPPING ORIENTATION AND ONLINE PURCHASE INTENTION IN MALAYSIA E-COMMERCE CONSUMERS**

Najahd binti Ismail<sup>1</sup>, Haliyana Khalid<sup>2</sup>

<sup>1</sup>najahdismail@graduate.utm.my

<sup>2</sup>haliyana@ibs.utm.my

### **Abstract**

Amid the pandemic that is faced by Malaysian consumers, it has increased the development of Internet technology to purchase products or services from websites and to obtain information over the Internet. This has caused an important research in identifying the determinants of consumer online purchase intentions. The objective of this research is to evaluate the impact of shopping orientation relationship with online purchase intention and what is the main determinant that made the greatest impact towards purchase intention. The findings show that impulse purchase intention, quality orientation, brand orientation and convenience orientation are significant to consumer online purchase intention.

Keywords: Shopping orientations, online purchase intention, e-commerce, Malaysia

## **FACTORS INFLUENCING CITIZENS' INTENTION TO USE M-GOVERNMENT SERVICES IN MALAYSIA**

Norlilawati Ramli<sup>1</sup>, Nomahaza Mahadi<sup>2</sup>

<sup>1</sup>norlilawati.ramli@graduate.utm.my

<sup>2</sup>nomahaza.kl@utm.my

### **Abstract**

Our government is committed to deliver the best quality service specially to serve the citizens. Nowadays, the government is actively working to achieve the digitalising public service delivery in order to ensure a more efficient system. This study reviews the existing technology acceptance model to identify the factors that influence users' intentions to use mobile government services in Malaysia context. This study aims to explore the relationship between the independent factors (perceived usefulness, perceived ease of use and social influence) and the dependent factor (behavioural intention) to use m-government services in Malaysia. At the same time, this study also attempted to identify the strongest predictor factor that affected the citizens' intention to use m-government services. The quantitative research method has been chosen in conducting this research and has used an online survey method to gather the data from the sampling population in Klang Valley and Putrajaya. Based on the findings, PU, PEOU and SI demonstrated the positive relationship with behavioural intention (BI) to use m-government services. Other than that, it is confirmed and accepted that BI has a significant effect on usage behaviour to use m-government services. The findings from this study hopefully will help the government and public organisations to get more understanding on the factors of acceptance of mobile government services in order to enhance the development of the services in the future and also contribute to the Theory Acceptance Model (TAM) studies in Malaysia.

Keywords: m-government services, behavioural intention to use, perceived usefulness, perceived ease of use, social influence



## **THE ROLE OF COMMUNICATION, CONTENT AND REPUTATION TOWARDS EFFECTIVE SOCIAL MEDIA ENGAGEMENT AMONGST PROFESSIONALS IN THAILAND**

Suntharaamurthi Chandran<sup>1</sup>, Fauziah Sheikh Ahmad<sup>2</sup>

<sup>1</sup>suntharaam@gmail.com, durkah94@gmail.com

<sup>2</sup>fsa@utm.my

### **Abstract**

Digital technology has a tremendous ability to radically reshape contemporary businesses and the social environment, especially marketing. Social media sites therefore improve the marketing efficiency of the business by allowing them to communicate and interact with their target audiences. CAD-IT Consultant which serves several ASEAN countries, has used social media marketing to commercialize their business, but the influence or effect of this digital marketing has not been reflected in their social media analytics and lacks empirical evidence. After some discussion and review, the organization found that the social media page run by the Thailand representative office of CAD-IT is doing very well in terms of customer traffic and engagement. CAD-IT would like to research and evaluate the impact of several success factors of CAD-IT Thailand's social media page before emulating it to other branches. Learning the success factors of successful social media interaction in terms of customer engagement is important for CAD-IT to replicate the success of CAD-IT Thailand's social media page. The total number of respondents is 105 and the data from all 105 were finalized for the data analysis process. Statistical findings indicate that all the proposed success factors of social media interaction which are mainly represented by latent variables of communication, content, and reputation have a positive and significant correlation with customer engagement. These studies provide companies with useful insights into how to improve consumer engagement by incorporating the key success factor in their social media marketing campaign.

Keywords: Social Media, Communication, Content, Reputation, Customer Engagement

## **THE RELATIONSHIP BETWEEN INNOVATION AND FIRM PERFORMANCE IN COSMETIC INDUSTRY OF MALAYSIA**

Nur Amirah Halim<sup>1</sup>, Mohd Khairuddin Ramliy<sup>2</sup>

<sup>1</sup>mirahalim\_mh@yahoo.com.my

<sup>2</sup>mohdkhairuddin@utm.my

### **Abstract**

Innovation is widely known as a vital component for aggressive competition, was secure basically in the products, processes, and organizational of the firm. The main purpose of this paper is to learn further about the effect of innovation that lead to firm performance, based on an empirical study in SME manufacturing firms in Malaysia listed under cosmetic manufacturers listing by the Ministry of Health Malaysia. The main purpose of this study is to examine the relationships between innovation and firm performance. The survey of this study is conducted on top level managers or owners of 129 firms operating in the cosmetic industry which is one of the most innovative industries in Malaysia, as of the year 2019. The obtained data from the questionnaires are analyzed through the SPSS statistical package program. Analysis results demonstrated that process innovation has significant and positive impact on firm performance, but no evidence was found for a significant and positive relationship between process, product, organizational and firm performance.

Keywords: innovation types, firm performance, empirical study

## **ENTREPRENEURIAL OPPORTUNITY IN DECISION MAKING PROCESS OF EFFECTUATION AMONG MALAYSIA GRADUATE ENTREPRENEURS**

Zuraidah M.Said<sup>1</sup>, Rohaida Basiruddin<sup>2</sup>

<sup>1</sup>zuraidah.ms@graduate.utm.my

<sup>2</sup>rohaidabasiruddin.kl@utm.my

### **Abstract**

This paper aims to study the application of effectuation principles in decision-making processes among Malaysian graduate entrepreneurs and how they deploy effectuation principles from the perspective of entrepreneurial opportunity. This paper explores on how graduate entrepreneurs think and what are the reasons behind reasonings on their motivation of actions in the decision making process of effectuation. Research is conducted on a qualitative basis with a case study approach. This study research design will use a general multiple-case approach to develop findings derived from elements under entrepreneurial opportunity perspective based on four principle dimensions to measure effectuation. Malaysian graduate entrepreneurs apply principles of effectuation in their decision-making process. Entrepreneurial opportunity has great influence in effectuation principles for decision making in terms of pattern of opportunity discovery then followed by other elements. Entrepreneurial opportunity greatly influences the decision making process of effectuation among graduate entrepreneurs in Malaysia with other supporting factors like knowledge and experience.

Keywords: effectuation, entrepreneurial opportunity, decision making, graduate entrepreneur, entrepreneurship

## **APPLYING SOLUTIONS TO INCREASE THE MONTHLY REVENUE: A PARTICIPATORY ACTION RESEARCH IN F&B SME IN MALAYSIA.**

Amjad Gafar<sup>1</sup>, Teo Poh Chuin<sup>2</sup>

<sup>1</sup>gafar.amjad1@gmail.com

<sup>2</sup>pohchuin@utm.my

### **Abstract**

Hometaste Tech Sdn Bhd is an Online Food Delivery (OFD) service provider in Kuala Lumpur, Malaysia, which was founded in mid 2017. The nature of the business is within the industry of food and beverage (F&B), serving as a virtual kitchen. The major issue in Hometaste is that the monthly revenue is increasing yet not reaching the targeted level, which created a gap of nearly 20% between the current status and the desired status of Hometaste's monthly revenue. The main factors in relation toward this issue include both of the marketing practices in regards to the brand image and the financial issues which determine the current marketing lead by the high cost of goods sold. Through a disruptive digital marketing intervention, Hometaste will have the opportunity to gain a better relationship with the customers, which will increase the financial performance level up to the desired level. The purpose of this investigation is to investigate the factors causing the issue, and propose an effective solution for it, which will increase the strategic marketing strength and will fill the gap in the financial performance of the company. This research will be conducted based on mixed research methodology of qualitative and quantitative data in the action research, beside the usage of secondary data. Through data analysis, the intervention proposed to the company was constructed and implemented in the company. In conclusion, the performance of the implemented intervention of digital advertising was closely monitored, and further courses of actions were proposed to the company.

Keywords: online food delivery, food and beverages, revenue, purchase intention, brand awareness

## **THE STRATEGY OF INCREASING SALES IN ELMIARE BATIK AND BEYOND THROUGH INNOVATIVE DIGITAL MARKETING**

Elmiari Djoko Wahyudi<sup>1</sup>, Nor Hidayati Zakaria<sup>2</sup>

<sup>1</sup>elmimunajt@gmail.com

<sup>2</sup>hidayati@utm.my

### **Abstract**

This study investigates how to implement a good Innovative marketing strategy in Elmiare batik and beyond. As we have recognized that digital marketing has taken the most important role, its existence has altered the way how to do business and how to communicate with the customers, unexceptionally with fashion business. Admittedly, the economic globalization, the innovation factor of entrepreneurship has acquired such a significant importance in almost all areas, including the fashion industry itself. The urgency of an entrepreneurial economy gives a stimulation for such a new kind of competition in the fashion world and replaces the face and the nature of the competitive benefit for the entire world. One of the main keys from digital marketing is a strategy on how to create ads campaigns through social media, specifically Facebook and Instagram, in which we are supposed to get familiar with algorithms and crucial components in order to obtain a winning advertising campaign. By combining online and offline strategy, this study is aimed to enhance the sales in Elmiare Batik and Beyond. This study consists of a mixed method approach from qualitative and quantitative. Survey which included 5 interviewees for qualitative part and 30 participants for quantitative part. This study was undertaken in Malaysia, the limitation of this study was conducted during the covid19 pandemic outbreak. Thus the intervention result affected by this condition.

Keywords: digital marketing, social media advertisement, fashion business, digital ads campaign

## **INNOVATIVE DIGITAL MARKETING AS A TOOL TO PROMOTE AND IMPROVE BUSINESS PERFORMANCE**

Fatin Adila Abdullah<sup>1</sup>, Nor Hidayati Zakaria<sup>2</sup>.

<sup>1</sup>adellaabdullah77@gmail.com

<sup>2</sup>hidayati@utm.my

### **Abstract**

In the era of highly competitive globalization and difficult economic situations, relying on only one platform such as traditional platforms to gain customers and spread awareness of the brand of a product is very irrelevant. Traders should follow current trends and should not just use the same medium to increase sales revenue. This is because it can make entrepreneurs remain behind from traders who follow the current modernization in this highly sophisticated time. The fishing industry is very easy to venture into but if there is such a mistake, the business will be far behind competitors. The purpose of this action research is to explore the effectiveness of applying innovative digital marketing as a tool to increase the sales revenue of the rapidly developing fishing industry in Malaysia. A total of 5 people consisting of three employees and two regular customers participated in this study. This study uses a mix method in data collection. A qualitative approach is used for data collection through interview sessions using the Zoom Meeting application. These interviews were conducted before and during the intervention. The data has been analyzed using NVIVO software to ensure that the data that has been collected is accurate and can help in increasing sales revenue in the future. In addition, the quantitative approach involved a total of 34 respondents. For analysis, researchers have used SPSS software to more easily analyze the collected data. manual content is used for data analysis. Studies also show that emotional motivation and the development of practical knowledge and skills are effective ways that need to be applied by superiors in dealing with the behavior of their employees to act more effectively in giving ideas about marketing the product. to increase self-efficacy and attitude towards entrepreneurship, as well as to promote the brand to a higher level. The limited time constraints caused by the pandemic that hit the country caused the implementation of interventions to be disrupted due to curfews carried out by the government. The decline in sales over the years is the limitation of this study. It is recommended that in the future studies be conducted cross-section and repeated surveys for more accurate confirmation of findings.

Keywords: fishing industries, sales performance, attitude, entrepreneurship.

## **THE WINNING SALES STRATEGIES OF AN ONLINE BOOKSTORE IN MALAYSIA**

Liu Lei<sup>1</sup>, Teo Poh Chuin<sup>2</sup>.  
leiliu@graduate.utm.my  
pohchuin@utm.my

### **Abstract**

Applying mixed methods in action research. Customers care about the usefulness of the book, the value of the book, and the service of the online bookstore. Improving the quality of service and meeting the needs of customers are the top priorities.

Keywords: online bookstore, mix-method, buyer.

## **INNOVATIVE DIGITAL MARKETING AS TOOL TO PROMOTE AND BOOST BUSINESS PERFORMANCE OF WARUNG NDORO**

Nur Hildayani binti Jasni<sup>1</sup>, Nor Hidayati Zakaria<sup>2</sup>  
<sup>1</sup>hildayani.hy@gmail.com  
<sup>2</sup>hildayati@utm.my

### **Abstract**

Technological advancement has changed the way of marketing for every business operation. In order to keep sustainable and maintain the business operation, each company should know several ways of marketing that can be useful to promote their businesses from offline marketing till online marketing. The purpose of this action research is to promote and boost business performance of Warung Nodoro by using innovative digital marketing tools. One of the digital marketing strategies that can be implemented easily is social media marketing or social media advertisement. Nowadays, social media marketing is widely used by all businesses due to the simplicity and convenience used of this social media. This study consists of a mix method approach of qualitative and quantitative approach that include 7 participants for qualitative method and 28 respondents for quantitative method. The study showed the impact of using social media as a tool to promote a restaurant. There is limitation during conducting this study due to the pandemic Covid-19, thus not all intervention can be applied during this cycle 1 and it is recommended to be implemented in cycle 2 but with several adjustments that has to be made.

Keywords: digital marketing, social media marketing, social media advertisement, marketing tools

## **THE EFFECTIVENESS OF ENTREPRENEURSHIP TRAINING PROGRAM TOWARDS BUMIPUTERA ENTREPRENEURIAL PERFORMANCES IN JOHOR**

Nuraisyah Maisara Md Noor Aizuddin<sup>1</sup>, Sabrinah Adam<sup>2</sup>

<sup>1</sup>nuraisyamaisara@graduate.utm.my

<sup>2</sup>sabrinah@utm.my

### **Abstract**

The study aimed to assess the effectiveness of entrepreneurship training towards the level of Bumiputera entrepreneurial performances in Johor. Action research was applied in the study and intervention plan was designed to examine the changes of Bumiputera entrepreneurial performances. The study used a mixed method for data collection which consists of qualitative and quantitative methods. 4 respondents for the qualitative method and a number of 217 from a total population of 500 Bumiputera entrepreneurs will be used as respondents for the study. The data collected from the mixed method will be analyzed using Miles and Huberman Technique and SPSS version 25. The result from the qualitative approach identified two themes which are entrepreneurial skill and business managerial skill. Based on the quantitative result, there is a significant difference between before and after intervention.

Keywords: entrepreneurship training, entrepreneurial performances, entrepreneurial skills



## **IMPROVING STUDENTS PERCEPTIONS AND SATISFACTION TOWARDS SERVICE QUALITY IN SPS, UTM**

Mohammed Al-olofi<sup>1</sup>, Fauziah Sh. Ahmad<sup>2</sup>

<sup>1</sup>mohammed\_alolofi@yahoo.com

<sup>2</sup>fsa@ibs.utm.my

### **Abstract**

University selection is a complex process that involves many people, including students, university administrators, and government policy makers. Determining why and how potential candidates want to study at the university and what factors influence their choice is an important area of study. The purpose of the study is to examine the factors that influence student choice in UTM. The following objectives guide researchers to examine how educational resources affect student choices to determine how sources of information influence students' overall choice; to determine to what extent decision-makers influence student choices and to examine how student competencies affect UTM student choice. This study has adapted design research studies., representing the total number of UTM students and administrators. Sample measurements of 40 respondents from UTM were used in the study. Census data were used to select university administrators responsible for registration. This study selected ten students from each syllabus and adapted systematic random sampling methods to select student sample samples using student enrolment lists. Questionnaires and interview tables are used for data collection. A re-test method is used to ensure the reliability of the instrument. Frequency and percentage charts are used to analyze the data collected, and the data in the tables is explained to improve interpretation of the data. The results are explained and recommendations are given at the end of the work.

Keywords: students service, customer satisfaction, students expectation, student perception

## **IMPROVING DELIVERY PERFORMANCE OF UNITY PRECISION ENGINEERING SDN BHD BY MODIFYING PRODUCTION PLAN**

Roopalecthumy Muniandy<sup>1</sup>, Suraya Miskon<sup>2</sup>

<sup>1</sup>roopalexmi@gmail.com

<sup>2</sup>suraya@utm.my

### **Abstract**

This paper discusses what are the factors that essential in a effective production plan?The factors that impact the the delivery performance of the company needed to be identified in order to be included as input in the production plan.What is the effect of modification of production plan on delivery performance?The impact of the implementation of the schedule needed to be analyzed in order to measure the effectiveness of the production planning schedule.Mixed mode analysis in which a qualitative method and quantitative method was used.Inclusion of Capacity constraint in master production schedule will have impact on delivery performances. In a nutshell, the intervention planned shows significant impact ,yet fails to completely improve without increasing workload of employees.

Keywords: master production schedule, production planning, MRP, delivery performance

## **LEAN PRINCIPLES AND TECHNIQUES ADOPTION IN THE ADMISSION PROCESS OF INTERNATIONAL STUDENTS AT UTM**

Ummey Salma<sup>1</sup>, Nazmona Mat Ali<sup>2</sup>

<sup>1</sup>salma1989@graduate.utm.my

<sup>2</sup>nazmona@utm.my

### **Abstract**

The purpose of this research is to identify the most challenges among international students at Universiti Teknologi Malaysia (UTM) that they face during their admission process. Lean principles and techniques have been adapted to identify the problems associated with the admission process. The questionnaires were sent to international students through Whatsapp medium and There were 33 responses from the survey questionnaire. The purpose of the lean adoption is to understand the process and know how to deal with the challenges throughout the process and reduce waste by implementing possible solutions. Intervention planned and implications describe two methods. The first method is how to design a technique for applying lean to the admission process and the second method is the Lean Evaluation and Future Improvement (LEFI) Method to identify the categories of problems in the admission process of international students. Suggestions and recommendations were also collected through interviews. Data collected was analyzed using NVivo (for qualitative data) Statistical Packages for Social Sciences (SPSS for quantitative data). Results show that the most common challenges that international students face during admission at UTM are medical report collection, subject registration and a proper guide about their admission throughout the process.

Keywords: Lean principles and techniques; adaption; admission process; international students.

**TECHNICAL AND INDIVIDUAL FACTORS INFLUENCING MOBILE LEARNING  
DURING THE OUTBREAK OF COVID-19: A CASE FORM GENERAL ENGLISH  
CLASS AT BEIFANG UNIVERSITY OF NATIONALITIES**

Yu Sunze<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>.

<sup>1</sup>sunzeyu@graduate.utm.my

<sup>2</sup>harcharanjit@utm.my

**Abstract**

To investigate whether mobile learning can be accepted as a new pedagogy during the outbreak of COVID-19. Meanwhile, this study was trying to find a reasonable model of mobile learning. Applying mixed methods in action research. Six themes of mobile learning during pandemic were developed. Only the item “Using M-Learning enables me to accomplish learning tasks more quickly.” was accepted with P-Value 0.195 that was not statistically significant, which would be the next question developed in the action plan for cycle 2.

Keywords: mobile learning, mix-method, pedagogics, China.

## **MIXED METHODS ACTION RESEARCH: INTERVENTION STRATEGIES FOR EMPLOYEE TURNOVER IN THE SELECTED ACCOUNTING FIRM**

Zainullah Payghami<sup>1</sup>,

### **Abstract**

High employee turnover can pose serious challenges to a firm's survival and success. This is especially true for small accounting firms like CBA which heavily rely on human capital. This study develops intervening strategies for employee turnover problem, CBA, a small accounting firm in Malaysia that provides accounting, taxation and auditing services, is facing. This paper have used mixed method action research approach that leverages discussions with CBA management, survey and interviews with current CBA employees for data collection in cycle 1 and 2 of action research developed by Dan MacIsaac (1995): planning (phase 1), action (phase 2), observation (developing) (phase 3) and reflection stage (phase 4). In phase 1, high employee turnover is identified as the research problem, and subsequent literature review is performed and revealed four variables that would affect employee turnover: job satisfaction, organizational climate, job stress and salary and benefits. Job satisfaction plays a moderating role between job turnover intention and the other three variables. In phase 2, quantitative and qualitative data are collected and analyzed to identify the impact of the variables on employee turnover and to understand the areas required improvement to lower employee turnover in CBA. For quantitative data, 17 existing employees of CBA responded to the survey questionnaires and for qualitative data, 5 employees participated in the interviews from the population of 19 employees in the firm. In phase 3, findings of qualitative and quantitative data are communicated with CBA management and effective intervention strategies are developed. In phase 4, suggested interventions are assessed and examined to determine overall impact of the taken actions and consideration, implication and recommendation are given for future research.

All in all, this paper fulfils the objective of the Action Research paper and contributes to the knowledge employee turnover studies to all small and medium organizations especially small and medium accounting firms in Malaysia and the world as a whole.

Keywords: employee turnover, employee turnover intention, job satisfaction

## **CAUSES AND SOLUTIONS OF THE DECLINE IN MARKET COMPETITIVENESS OF JINJIANG WEBSITE**

ZhangMin<sup>1</sup>, Fauziah Sh. Ahmad<sup>2</sup>

<sup>1</sup>zmin2801@gmail.com,

<sup>2</sup>fsa@ibs.utm.my

### **Abstract**

The Jinjiang Literature City website is one of the most famous novel websites in China. Starting from the VIP system (The VIP system requires readers to pay for the purchase. After the purchase, you can read novel chapters that non-VIP users cannot read). On this literary website, China's online literature is approaching the age of paying for reading. Once the most well-known literary website, it was plagued by problems such as single works and fewer users. While the market competitiveness of other competitors gradually improved, Jinjiang Literature City gradually lost its market competitiveness advantage. This article will analyze the problem of the decline in competitiveness from the internal and external aspects of Jinjiang Literature City. This research selects the fiction website represented by the Jinjiang Literature City website as the research object. The analysis methods used are qualitative analysis and quantitative analysis. This study interviewed five stakeholders and conducted a questionnaire survey on the users of the Jinjiang Literature City website to understand the internal problems of the website; in addition, we will use literature analysis to understand the external problems of the website. This study finds that the most important reason for the market competitiveness of the Jinjiang Literature City website is a series of chain reactions caused by unfair treatment toward the author on the website, followed by the single type of novels and other issues; The industry has experienced rapid development for more than 10 years and has entered the bottleneck of development. The slow development of the industry is also an important reason for Jinjiang Literature City to lose its competitiveness in the novel market.

Keywords: market competitiveness, chinese online literature, novel market

## **THE IMPACT OF JOB SATISFACTION ON TURNOVER INTENTION: ACTION RESEARCH ON A MILK POWDER COMPANY IN AUSTRALIA**

Ju Jlingnan<sup>1</sup>, Teo Poh Chuin<sup>2</sup>

<sup>1</sup>jujingnan3@gmail.com

<sup>2</sup>pohchuin@utm.my

### **Abstract**

This action research strives to examine the factor that determines employees' turnover intention in a milk powder company in Australia, namely Sunflower Gift. Apart from that, intervention strategies have been developed and implemented based on the results of data analysis. Mixed-method research design has been employed in which self-administered survey has been employed for quantitative design, and in-depth interview has been performed for qualitative part of study. A total of 30 employees and five interviewees have been included each study, accordingly. Statistical software IBM-SPSS has been used to analyse numeric data while Nvivo was employed to analyse text data using Thematic Analysis. The results revealed that most of respondents are dissatisfied with the leadership style. The analysis shows that it has a correlation between "Are you satisfied with the leadership style?" and "Looking to your career goals, are you going to change your work setting in the coming " Approximately one-third were considering leaving their current employer. Further analysis demonstrates that employees prefer "democratic" leadership style. The conclusion was that changing to democratic leadership style showed a positive effect in reducing employee turnover intention.

Keywords: job satisfaction level, leadership style, turnover intention, satisfaction, action research

## **CITIZEN AWARENESS TOWARDS “LOVE MY PALM OIL” OR “SAYANGI SAWITKU” CAMPAIGN**

Fara Syahida Shaharudin<sup>1</sup>, Adaviah Mas'od<sup>2</sup>

<sup>1</sup>farasyahida91@gamil.com

<sup>2</sup>adaviah@utm.my

### **Abstract**

This study discusses the level of the citizen awareness towards the ‘Love MY Palm Oil’ or ‘Sayangi Sawitku’ campaign in Malaysia and its impact after the intervention plan by using the KAP model. The campaign was created to fight against the anti-palm oil sentiments as well as educating the public about the misunderstandings of the Malaysia palm oil issues. The aftermath of the European Union boycott action has resulted in negative display of 'palm oil-free' labelled products for sale on the supermarket shelves in Malaysia and influenced the Malaysian consumer not to buy palm oil based products. According to the quantitative result, the respondents initially have an overall low awareness level about ‘Love MY Palm Oil’ or ‘Sayangi Sawitku’ campaign based on their KAP study assessment in the pre-survey. The exposure of educational videos which act as the interventional study resulted in significant improvement in KAP level which plays an important role and vital to enhance the knowledge, attitude and practice of the citizen awareness levels towards supporting the Malaysia palm oil products in the post-survey result. Further to this, the result of the qualitative data showed that advertisement through social media such as Instagram was preferred by the respondents in order to improve the campaign awareness level. In this approach, the research strategy integrated a combination of qualitative and quantitative research. Explanatory study is used to investigate the continuity of the citizen awareness level towards the palm oil campaign about “Love MY Palm Oil” or “Sayangi Sawitku”. Sampling techniques for quantitative analysis utilize convenience sampling to obtain the respondents’ feedback through survey distribution for pre and post promotional activity from the same group of people. In this research, all of the respondents will be from a group of workers in Hartalega’ Sri Damansara Sales Office as they are also part of Malaysia citizens. They are a group of young professionals who are highly educated and constitute strong buying power. In order to obtain the continuity of this study, qualitative analysis which adopts purposive sampling is carried out to a few persons from the same respondents who have answered the survey. The semi-structured interview is to get detailed feedback in understanding the current campaign effectiveness, participant’s understanding towards palm oil industry and products as well as their feedback on ways to improve the campaign effectiveness from the citizen’s perspective after the post survey. The findings of this pre-survey study show



that the respondents generally are not aware about the campaign. When asked if they know whether the government has executed the 'Love My Palm Oil or Sayangi Sawitku' campaign, 43.3% strongly disagree and disagree that they know about this campaign through television while 23.3% said neutral while only 33.3% know of this campaign. An Independent Paired Samples T-test was conducted to compare between before intervention and after intervention. All three variables based on KAP which are Knowledge, Attitude and Practice showed significant improvement after the implementation of the intervention plan using the educational videos. There were significant Practice levels with  $p = 0.000$ ,  $t = -3.723$ , Knowledge  $p = 0.001$ ,  $t = -2.992$ , Attitude levels  $p = 0.006$ ,  $t = -4.104$  where t-value calculation is more than the critical value. Difference in the mean scores for respondents is M: 0.59167 points for Knowledge, M: 0.43636 points for Attitude and M: 0.73333 points for Practice. The Malaysian citizen which consists of young professionals at Hartalega about how far the 'Love MY Palm Oil' or 'Sayangi Sawitku' campaign has created awareness among them. Generally, the participants did not possess a good knowledge level about the palm oil benefits and its functions in their daily lives. They are also not aware of the campaign launched by the government. Based on the findings, the higher the individual knowledge level, change in practice will be more positive with the frequent campaign media exposure. Advertisement through educational videos were also found preferred by all of the participants and favour this through online social media which is Instagram in order to improve the campaign awareness level.

Keywords: KAP model, t-test, intervention, palm oil, awareness campaign

## **FACTORS AFFECTING EMPLOYEES' TURNOVER INTENTIONS IN SAUDI SCHOOLS IN MALAYSIA**

Ibrahim Alkhalidi<sup>1</sup>, Rafidah Othman<sup>2</sup>

<sup>1</sup>ib.math@hotmail.com

<sup>2</sup>rafidah.othman@utm.my

### **Abstract**

Organizations are trying to implement the optimal utilization of their resources, whether human or financial resources or raw materials to achieve their goals and objectives. The human resources are the most important asset in any organization. Therefore, the attraction and retention of talented employees are more important today than ever before. A number of trends (globalization, increase in knowledge of the workers, accelerating rate of technological advancement) make it vital that firms acquire and retain human capital. In the human resources context, turnover can be viewed as the rate at which an employer gains and misplaces employees or how long employees tend to stay in a particular organization (Turner, 2010). Employee's turnover phenomenon has intensive empirical studies in the literature. However, there is no standard account of why people choose to leave an organization. This is noteworthy because it is typically the occasion where people choose to leave those concerned organizations and organizational theorists (Loan-Clarke & Wilkinson, 2004). Employee turnover refers to the termination of an official and psychological contract between an employee and an organization. There are two major types of employee turnover: involuntary and voluntary (Memon *et al.*, 2016). Involuntary turnover is initiated by the organization to terminate the relationship with an employee, whereas voluntary turnover is primarily initiated by the employees themselves (Chen & Song, 2013). In the academic literature, the turnover intention is commonly used as a measure of anticipated workplace turnover. Intent to leave, intent to quit, intention to leave and turnover intention are often used interchangeably (Memon *et al.*, 2016).

Keywords: employee turnover, school

## **STRATEGIC RESOURCE MANAGEMENT TOWARDS COST EFFECTIVE STAFF TRAINING AND EMPLOYEES' RETENTION AT BS OYSTER SEEDLING COMPANY**

Li Jiahao<sup>1</sup>, Fauziah Sh. Ahmad<sup>2</sup>

<sup>1</sup>jjahaoli@graduate.utm.my

<sup>2</sup>fsa@utm.my

### **Abstract**

The objective of this research is to develop effective intervention strategies for seasonal industries with high training costs, and control their training costs and retention rate of seasonal employees. This study used a mixed method action research approach that leverages discussions, a survey and interviews for data collection in the cycle of action research proposed by Coghlan and Brannick: 'constructing', 'planning action', 'taking action', and 'evaluating action'. In the construction phase, having identified excessively high training costs as the research problem, the subsequent literature review revealed four independent variables: training by technology, leverage internal resources, alternative training options and employee's retention rate. In the planning action phase, data were collected and analyzed using a mixed method to understand the impact of variables on training costs and identify the areas for improvement when applying the found-to-be effective variables in the BS company. In the taking action phase, two feasible action plans have been conducted through the discussion with BS management, which involve new pre-job training mode and new salary structure. In the evaluation action phase, the suggested action plans are evaluated and consideration is given for future research.

Keywords: mixed-method actionresearch, seasonal industry, training costs reduction, employee's retention rate

## **RESEARCH ON INVENTORY BACKLOG AND SLUGGISH MATERIALS OF BD INTERNET TECHNOLOGY COMPANY**

Xu mengdi<sup>1</sup>, Nor Aiza Mohd Zamil<sup>2</sup>.

<sup>1</sup>1979761160@qq.com

<sup>2</sup>noraiza@ibs.utm.my

### **Abstract**

Based on the in-depth study of the company's inventory management, this paper, based on the lean theory and inventory management theory as the guiding ideology, combined with the specific situation of the company to develop a set of perfect inventory optimization strategies. In the process of implementing the inventory optimization strategy, the company should strengthen the close cooperation between various departments, establish and perfect the information sharing system, revise the internal assessment system, timely and effectively deal with the stock slack, improve the COMPANY'S ERP system, and shape the lean culture of the enterprise, so as to ensure the smooth implementation of the inventory optimization strategy. In the process of implementing the optimization strategy, it can make continuous improvement, and finally achieve the purpose of reducing inventory cost and optimizing inventory. Mix research method was applied and an online survey was collected from employees of Chinese companies. The findings of this study found that inventory overstock is caused by high inventory, single inventory management mode and poor on-time arrival of raw materials. Through VMI inventory management, lean production model can successfully reduce inventory

Keywords: inventory management, lean production, optimize inventory, inventory cost, BD internet technology company

## **ACTION RESEARCH ON TRANSFORMING A SMALL MEDIUM ENTERPRISE TO AN E-COMMERCE STORE IN MALAYSIA**

Ooi Thian Kang<sup>1</sup>, Ong Choon Hee<sup>2</sup>

<sup>1</sup>thiankang@gmail.com

<sup>2</sup>ongchoonhee@ibs.utm.my

### **Abstrac**

**t**

This action research takes the opportunity of emerging digital technologies and digitalization trends in industries, upgrading the company's digital capabilities to become innovation leaders and also to boost company performance. The objective of this research is to identify the determinants of successful e-commerce implementation in the company. In the meantime, the research result will conduct to develop a conceptual model followed by the implementation of the successful e-commerce system. The author applied sequential mixed-method sequential exploratory approach in this research. The questionnaire is conducted to select which factors are the most important in the e-commerce implementation in the company. The qualitative approach will provide primary data that can be analyzed to reflect the success of e-commerce factors in the company. This research applied Technological Organizational Environmental (TOE) framework to investigate the potential organizational context factors that influence the organization's success e-commerce implementation in a small medium enterprise in Malaysia. Based on the results, organizational readiness, management support, e-commerce knowledge and marketing strategy are crucial to successful e-commerce implementation. The results show a positive effect on digital capability on financial and non-financial performance. To conclude, in terms of organizational context, organizational readiness, management support, e-commerce knowledge and marketing are the four most important factors that affect the adoption of e-commerce implementation in the company.

Keywords: e-commerce, digital transformation, organizational context, success factors

**RESEARCH ON CONTROLLING EMPLOYEE TURNOVER RATE IN SMALL  
PRIVATE STEEL CASTING COMPANY UNDER CAPACITY LIMITED  
ENVIRONMENT**

Jia Ran<sup>1</sup>, Teo Poh Chuin<sup>2</sup>

<sup>1</sup>ranjia@graduate.utm.my

<sup>2</sup>pohchuin@utm.my

**Abstract**

This study was carried out to find out the reasons for the high employee turnover rate in LC Steel Casting Company and carry out the corresponding intervention. This paper studied the employees job satisfaction of LC Steel Casting Company by combining field interviews and questionnaire surveys. LC Steel Casting Company is one of many private steel casting companies whose profits have been severely damaged during the economic reform process due to limited production and a large number of unemployed workers. This study found that in LC Steel Casting Company, low job satisfaction is mainly reflected in five aspects: work, pay, co-workers, superior and promotion. Moreover, the lower job satisfaction is, the stronger turnover intention is. High job satisfaction is helpful to ensure the normal operation of the company in the current special environment, improve the competitiveness of the company, and promote sustainable development of the company.

Keywords: steel casting company, employee turnover rate, job satisfaction, turnover intention

**THE DIGITAL INNOVATION INITIATIVE FOR HALAL OPERATION IN GERBANG  
ALAF MALAYSIA SDN BHD**

Adi Rahman Abdul Aziz<sup>1</sup>, Mohd Iskandar Illyas Tan<sup>2</sup>

<sup>1</sup>adirahmanabdaziz@gmail.com

<sup>2</sup>iskandar@utm.my

**Abstract**

This study to identify the appropriate problem and assistive technology solution also impact technology analysis for Gerbang Alaf Malaysia Sdn Bhd. Gerbang Alaf Malaysia Sdn Bhd is the local operator of Mcdonalds Malaysia, and currently they are using a manual worksheet to do the halal audit. The audit is a requirement for renewal and new application of halal certification. From time to time, they also conduct ad-hoc compliant audits. The auditors from IHC had challenges to execute the halal audit accurately on a timely basis as they are not familiar to relate the findings with the relevant clauses in the halal compliance manual. The research approach undertaken in this research adopts the practical action research. This paper combined the findings and provided a compilation of all the results. Main data collection was done on interview and questionnaire. The UTAUT model uses seven core determinants to determine user's behavioral intention (BI) to use a technology: Performance expectancy (PE), effort expectancy (EE), facilitating conditions (FC), price value (PV), hedonic motivation (HM), social influence (SI) and habit (HT). The significant contribution of this study is to identify the solution based on digital technology intervention that industry needs to look for in helping Gerbang Alaf Sdn Bhd in terms of internal halal audit process. The computer-assisted halal audit enhances efficiency, adds value to the organization, and enhances the credibility of halal internal audit with its stakeholders. It is also helping to transform halal internal audits by significantly enforcing automation, supporting compliance with existing organizational policies, and providing management with a high level of operational assurance.

**Keywords:** digital innovation, mcdonalds malaysia, action research, halal audit, quikhahal

**JOB SATISFACTION AND TURNOVER INTENTION IN THE CHINESE  
PROPERTY MANAGEMENT INDUSTRY: ACTION RESEARCH ON  
CHONGQING BELEYN PROPERTY MANAGEMENT CORPORATION**

Fu Xue<sup>1</sup>, Teo Poh Chuin<sup>2</sup>

<sup>1</sup>fuxuexuefu@gmail.com

<sup>2</sup>Pohchuin@utm.my

**Abstract**

This paper is an action research paper, which mainly studies the relationship between job satisfaction and turnover intention of employees in the Chinese property industry, this paper takes Chongqing Beleyn Property Management Corporation as the research goal. This paper mainly uses action research methodology, first propose interference method based on preliminary investigation, then test hypothesis through mix research methodology, finally verify the results of the first interference and make recommendations for the second interference. The findings of quantitative analysis and qualitative analysis indicate that there is the most obvious negative correlation between employee satisfaction with job promotion and employee turnover rate. Dissatisfaction with job promotion is the main reason for employees leaving China's property management industry, In order to reduce the turnover rate of employees, China's property management industry needs to improve the structure of employee promotion and enhance employee confidence.

Keywords: China property industry, job satisfaction, turnover intention, job promotion



## **RESEARCH ON EMPLOYEE TURNOVER IN SMALL AND MEDIUM SIZED E-COMMERCE COMPANY IN CHINA HSGT COMPANY**

Lin Wei Dong<sup>1</sup>, Zaiful Hasmi Mohd Hashim<sup>2</sup>

<sup>1</sup>vicentlwd@gmail.com

<sup>2</sup>zaifulhasmi@utm.my

### **Abstract**

Under the background of rapid economic development, the development of e-commerce enterprises has expanded the choice of labor, and the flow of employees is more free and diverse, which has become a common phenomenon for enterprises. Human resources are an indispensable force for the development of enterprises. How to integrate and allocate resources in the human resources department of e-commerce enterprises and reduce the operational risks and costs caused by the loss of personnel have become the focus. This article aims to find out the current problems of the company by investigating the cause of the high brain drain rate of HSGT company and propose related intervention measures to improve the problem. By introducing the HSGT company profile and basic human resources situation, using descriptive statistics to have a preliminary understanding of employee turnover, and then collecting data using a combination of questionnaires and interviews, using SPSS software to process the data to find out the main influencing factors of employee turnover. Due to the imperfection of the training system, it further proposed a mechanism to form regular training by increasing internal and external training opportunities, mobilizing internal resources, encouraging employees to exert their own lecturer skills and other countermeasures, hoping to improve the function of the human resources department of the enterprise and alleviate the high rate of employee turnover problems to improve the competitiveness of enterprises in the industry, reduce costs and thus develop healthily and continuously.

Keywords: employee turnover, e-commerce

## **ENTREPRENEURSHIP EDUCATION ACTION RESEARCH AT AL-AQSA PRIMARY SCHOOL MALAYSIA**

Mohamed Elsamak<sup>1</sup>, Normal Mat Jusoh<sup>2</sup>, Nor Aiza Mohd Zamil<sup>3</sup>

<sup>1</sup>aboelbraa82@gmail.com

<sup>2</sup>normal@utm.my

<sup>3</sup>noraizamz@utm.my

### **Abstract**

In such a highly competitive world and hard economic situation, only knowing an academic subject has become no longer enough for students. Students should be equipped with a set of skills and competences, which prepare them for upcoming tasks and future challenges. The purpose of this action research is to explore the effectiveness and challenges of entrepreneurship education at primary schools in improving students' attitudes and intentions to entrepreneurship. Twenty students from grade four until grade seven participated in the study. A qualitative approach was used for data collection through a focused group and observation. Focused group discussions for eleven students were conducted before and after the intervention of the entrepreneurship education program. Manual content analysis was used for data analysis. This study contributed to the literature, by confirming the applicability of the theory of planned behavior (TPB) in entrepreneurship context, demonstrating the positive impact of attitude through emotional motivation, and self-efficacy on promoting entrepreneurial intention. On the practical side, the study introduced for educators a scheme for implementing a useful entrepreneurship education program. This study confirmed the potential and feasibility of entrepreneurship education in creating entrepreneurial intentions for primary school students. The study showed that emotional motivation, knowledge and skills development by practicing is a positive path to improve self-efficacy and attitude towards entrepreneurship, promoting entrepreneurial intentions. Time constraint, which led to conducting training programs over a short period, and the absence of accurate assessment tools, especially for skill acquisition, were the limitations of the study. It is recommended to conduct both cross-sectional and longitudinal studies in the future for more validation of the findings.

**Keywords:** entrepreneurship education, primary school, attitude, self-efficacy, entrepreneurial intention

## **STRATEGY FOR IMPROVE EMPLOYEE RETENTION: CASE OF PHARMACEUTICAL WORKFORCE COMPANY**

Hajar Al-Seiab<sup>1</sup>, Harcharanjit Singh A/L Mahinder Singh<sup>2</sup>

<sup>1</sup>hajaralseiab@gmail.com

<sup>2</sup>harcharanjit@utm.my

### **Abstract**

In previous years, ABC company has faced an increase in employee turnover rate. ABC company is a work agency that provides temporary workforce for pharmaceutical industries. This action research aimed to find out the reason behind employee high turnover rate in ABC company and find the best practices and activities to engage employees and reduce employee turnover within ABC company. Because the studied company wished to remain anonymous, researchers use the “ABC company” name to refer to the studied company. This article is an overview of conducted action research, which aimed to identify what company practices and activities should be developed to achieve appropriate engagement practices for employees and thereby increase employee retention. Moreover, the aim of the research was to understand employee turnover problems in ABC company. Action research explores the reasons for high employee turnover through mixed methodology, exploratory design approach, which include theme interview and questionnaire. Action research respondents were employees that have left ABC company during the past three years. Study quantitative data analysis supports qualitative data analysis, where Training and Orientation independent variables showed that employees had negative experience on training and orientation strategy used in ABC company. Based on this result, ABC company needs to improve its training and orientation strategy. Therefore, based on investigation conducted by researchers and the merged outcomes, this action research suggests implementing the systematic CPD cycle for ABC company.

Keywords: turnover, retention, training, orientation, pharmacist

## **PARTICIPATORY ERGONOMICS INTERVENTION TO IMPROVE WORKING CONDITION IN THE OFFICE**

Muhammad Hafiz Mohammad Noor<sup>1</sup>, Zaiful Hasmi Mohd Hashim<sup>2</sup>

<sup>1</sup>muhdhafiznoor@gmail.com

<sup>2</sup>zmhana@gmail.com

### **Abstract**

The main aim of this study is to determine the effectiveness of participatory ergonomics intervention in reducing musculoskeletal disorders (MSDs) symptoms among Hamilton Sundstrand Malaysia (HSM) office workers. In order to meet the research goal, it is pertinent to assess the level of ergonomics awareness and the prevalence of MSDs symptoms among the office staff during the pre-intervention and post-intervention. For data collection, quantitative and qualitative methods were used such as questionnaires and interview sessions. The ergonomics training was conducted for two-months. The study target group involved five departments, namely customer service, finance, engineering, quality and supply chain with a total study population of 30 office staff. The data were analyzed using SPSS version 25. The paired t-test was used to evaluate the effectiveness of ergonomics training in reducing the MSDs symptoms among the office workers. The pre-intervention results showed low level of ergonomics awareness among office workers. As for the prevalence of MSDs, the highest rates for body discomfort were lower back (54.3%), upper back (52.0%) and neck (49.7%). After the intervention, the MSDs symptoms were greatly reduced as the respondents gained more knowledge and became aware of office ergonomics. The prevalence of MSDs symptoms have also decreased for some body parts however, the neck remained as one of the highest percentages of body parts having discomfort with 54.3%, followed by right wrist (49.3%) and right shoulder (46.3%). Moving on to paired t- test, the t-value obtained was 2.26 whereas the p-value was 0.043 which is less than 0.05. Hence, this showed that the intervention is effective as there is a significant difference of MSDs after the ergonomics training among the office workers. In conclusion, ergonomic training can overcome the issues on MSDs due to poor office ergonomics at the workstation and lack of ergonomic awareness as the intervention has successfully reduced the prevalence of MSDs among the office workers.

Keywords: ergonomics, office workers, intervention, musculoskeletal disorders, workstation

## **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA ON CONSUMERS' PURCHASING INTENTIONS IN JORDAN**

Sharf Yaseen<sup>1</sup>, Normal Jusoh<sup>2</sup>  
<sup>1</sup>sharafanwaryaseen@gmail.com  
<sup>2</sup>normal@utm.my

### **Abstract**

The emergence of Social Media has provided an electronic word of mouth (eWOM) with a new perspective by allowing users to share their opinions and experiences about products or services with familiar people who they know already such as acquaintances and friends. This new way of eWOM is likely to have a more massive consumer impact. In the Middle East countries, minimal studies have determined what makes particular online reviews to have more impact than others. This research aims to explore the determinants of eWOM information on social media which influence the purchase intentions of consumers. For exploring these determinants, the information acceptance model (IACM) which was developed by Ismail Erkan (2016) was adopted and used in this research. The data has been gathered using a questionnaire and was analyzed by using Smartpls Software. The sample consists of 300 social media (Facebook) users in Jordan, specifically in the city of Aqaba. Facebook was chosen because it is the most social media platform frequently used in Jordan. The data analysis results provided that information quality, attitude towards information and need of information affect significantly information usefulness, which affects information adoption significantly. However, there is no relationship between information credibility and information usefulness. An information adoption and attitude towards information were found to influence consumers' purchase intentions. In terms of practicality, this research helps marketers for understanding eWOM dynamics on social media platforms and consequently developing better strategies of marketing.

Keywords: social media, electronic word of mouth (eWOM), purchase intention

## **BUSINESS ANALYTICS CAPABILITY AND FIRM PERFORMANCE: THE MODERATING ROLE OF KNOWLEDGE MANAGEMENT PRACTICES**

Nurul Syafiqah Zulkefli<sup>1</sup>, Zaiful Hasmi Mohd Hashim<sup>2</sup>.

<sup>1</sup>nszulkefli@graduate.utm.my

<sup>2</sup>zaifulhasmi@utm.my

### **Abstract**

Drawing on the Resource-based view theory, Business Analytics (BA) capabilities in this study consist of a mix of tangible and intangible resources. Therefore, this study investigates how the components of BA capabilities specifically Governance, People, Technology and Culture impact firm performance. The moderating effect of knowledge management (KM) practices is also investigated. Besides that, this study helps understand how BA capabilities enhance organisational resources to be valuable and inimitable by competitors and the roles of managers carry in effecting change to becoming data-driven in decision-making and a learning-oriented organisation. A survey methodology is conducted to collect primary data from 40 managers of a private healthcare institution in Malaysia for empirical analysis. 52.5% of respondents have dabbled between 1 to 5 years of experience in BA which reflect that half of the respondents have little experience in BA. The results indicate that the more developed the BA capabilities, the better the firm performance and the reverse is also true. Even the absence of or underdeveloped BA capabilities can negatively impact firm performance. However, the organisation's KM practices have positive moderating effects on BA capabilities and firm performance especially knowledge assimilation, transformation and exploitation. Managers play a significant role with regards to knowledge transfer and enhancing organisational learning.

Keywords: business analytics, knowledge management, data-driven decision making, learning organisation